ELECTRICAL SOUTH

NOVEMBER 1950

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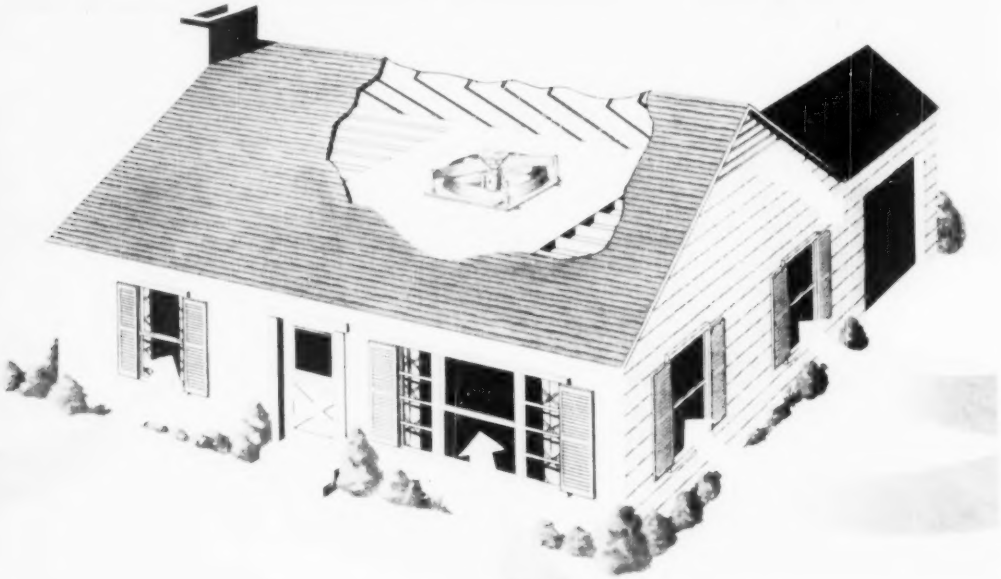

Every home builder is a prospect for a Hunter Package Attic Fan

• The market for the Hunter Attic Fan is remarkable! Every home builder, every home owner is a prospect for this compact, powerful cooling unit. This modern fan can easily be installed in any home—even the ones with low-pitched roofs. Model illustrated comes in two sizes (9500 CFM and 7[illegible] CFM) with built-in manual shutters and scrolls. Also available in two new models, only 6750 CFM and 6500 CFM—[illegible] and automatic shutters. Write for [illegible] and new literature on Hunter Fans.

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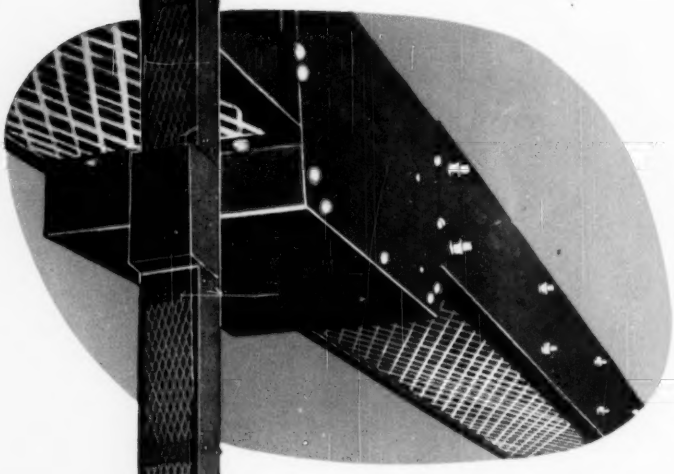

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Volume 30 Number 11

fluorescent or incandescent

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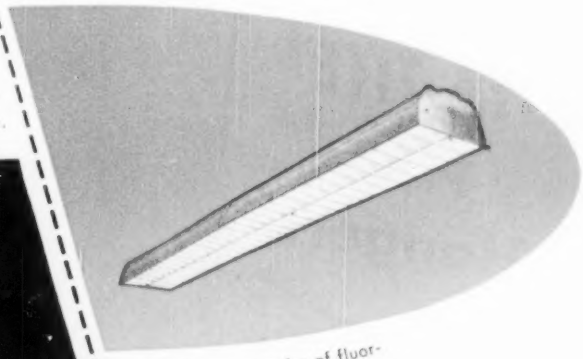
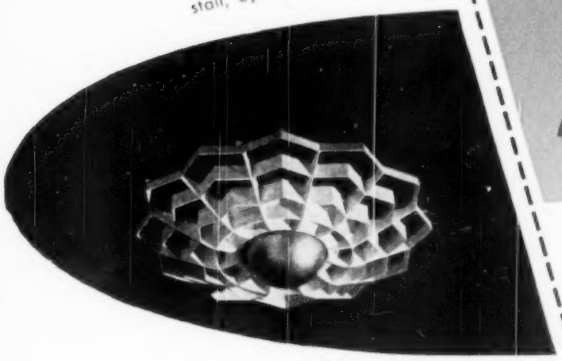
Curtis Sno-Flake for one 300 or 500 watt Mogul base silvered bowl lamp is highly efficient, economical to install, operate and maintain.





Curtis "Coronet" series of fluorescent luminaires is designed and engineered to accomodate all 4, 5, 6 and 8-foot lamps . . . slimline . . . low-brightness or starter type.

THE CURTIS SNO-FLAKE

Whether a fluorescent or incandescent light source is required for your next lighting installation, there is a Curtis quality luminaire that will meet exact requirements for efficiency, appearance, installation and maintenance. The "Coronet" and "Sno-Flake" are two new Curtis developments designed and engineered to provide quality illumination for all commercial interiors and the modern classroom. Write for descriptive illustrated bulletins.

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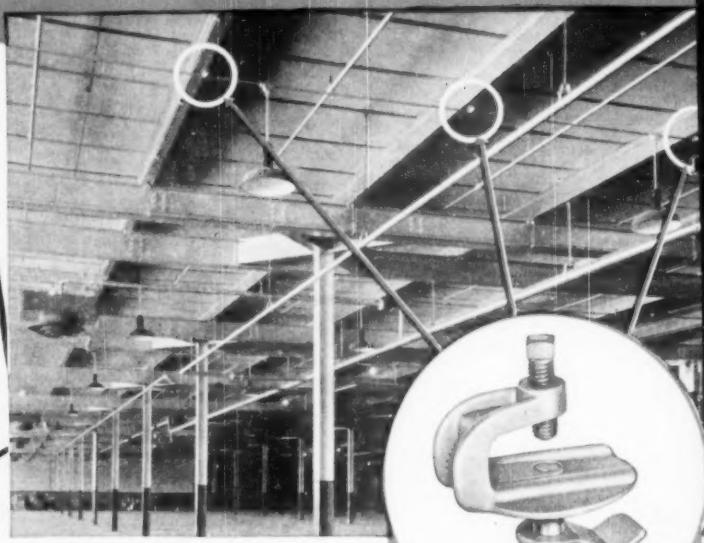
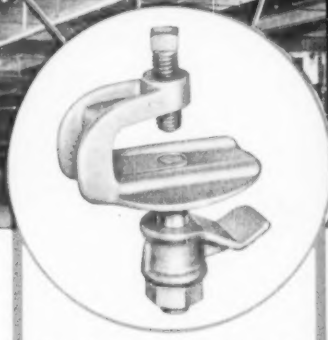
with APPLETON "STA-TITE" Pipe Hangers





Type "PHS" for use with single conduit.

Firmly, Permanently Grip Both Rigid and Thin Wall Conduit!

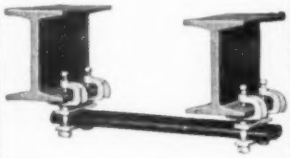
For ruggedly dependable performance under the most severe service conditions, standardize on Appleton "Sta-Tite" Pipe Hangers.

Easy installation of these sturdy pipe hangers is assured by clean threading, smooth finish, expert over-all design.

Made of tough Malleable Iron in Appleton's own foundries and fabricating plants, "Sta-Tite" Pipe Hangers speed and simplify complex jobs—enable you to run conduit parallel to the beam, at right angles or at any angle in between.

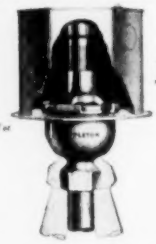
Whatever the wiring requirement, you'll find the exact fitting you need in the 15,000-item, Appleton Line. For faster completion of better jobs, specify Appleton—STANDARD FOR BETTER WIRING.

Type "PHD" with two conduits parallel with structural shape.



Type "PH" with strips for suspending groups of pipe from structural shapes.

APPLETON SAFETY SWIVEL HANGERS



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ELECTRICAL SOUTH

SERVING THE 18 SOUTHERN AND SOUTHWESTERN STATES

November, 1950 — Vol. 30 – No. 11

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CATALOGS and BULLETINS

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(Additional items will be found on pages 71 and 73)

1001—Reactors. Selection of proper cast-in-concrete reactors for specific current limiting requirements is simplified by a four-page bulletin No. 600, issued by Murray Mfg. Corp., 1250 Atlantic Ave., Brooklyn 16, N. Y. This illustrated 5½ x 11-inch folder provides a convenient check list to help electrical engineers specify standard reactors or inquire about special installations.

1003—Circuit Breakers. Operating characteristics, schematic diagrams and detailed performance data on fully magnetic breakers for branch circuit protection are provided in a four-page 8½ x 11-inch folder. Cutaway views showing construction details are included. Bulletin No. 525 is issued by Murray Mfg. Corp., 1250 Atlantic Ave., Brooklyn 16, N. Y.

1005—Building Wire, Cable, Conduit. Extensive technical data on a comprehensive line of electrical cable, building wire, and conduit raceways are provided in a new 86-page publication, General Catalog No. 508, issued by Triangle Conduit & Cable Co., Inc., 1900 Jersey Ave., New Brunswick, N. J. Handsomely bound in sturdy leatherette to take years of wear, this catalog also contains valuable information on electrical engineering and wiring standards for the aid of contractors, engineers, architects, and industrial users.

1007—Panelettes. An illustrated 8-page folder describing Federal Nook Q-I Panelettes is now available from Federal Electric Products Co., 50 Finn St., Newark 5, N. J. Clearly explained are uses, adding at circuits, wiring, flexibility of the unit, protection afforded, and elements of the panelettes. Illustrated are typical wiring diagrams, along with cutaway illustrations.

1011—Conduits. "National Electric Conduits" is the title of the new 30-page Catalog No. 603 which describes and illustrates the main types of electrical conduits that are manufactured by National Electric Products Corp., Chamber of Commerce Bldg., Pittsburgh 19, Pa.

1013—Proper Cable Sizes. A new booklet, "Selection of Proper Cable Sizes," has just been issued by General Electric's Construction Materials Advertising Department, Bridgeport, Conn. The publication deals with the method of determining cables and cable sizes of asbestos-insulated cambric cables. Types AVA, AVB, and AVL.

1015—Shunt Capacitors. A new bulletin No. 24, on the use of shunt capacitors for power factor correction has been prepared by the James B. Kearney Corp., 4216 Clayton Ave., St. Louis 10, Mo., and is now available for general distribution.

1019—Service Panels. Information and prices on protective control centers for homes, apartment buildings, service stations, and industrial applications is contained in Bulletin 4-6, "New Push-Button Service Panels," issued by BullDog Electric Products Co., Detroit, Mich.

1023—Protective Control Centers. Information and prices on a new line of push-button protective control centers are contained in Bulletin 403, "BullDog Pushmatic and Pushmatic Electro-Centers." BullDog Electric Products Co., Box 177, Roosevelt Park Annex, Detroit 32, Mich., has made the bulletin available.

1031—Heating Units. The new Chromalox Catalog of Industrial Electric Heaters, Catalog 70, is available from Edwin L. Wiegand Co., 7600 Thomas Blvd., Pittsburgh 8, Pa. Four basic Chromalox units, strips, rings, tubular, and cartridges, with wide variations in wattage, voltage, and sheath material, are listed, as well as easy selection and application data.

1033—Wiring Devices. Slater Electric & Mfg. Co., Inc., of Woodside, N. Y., have added some additional devices to their catalog and price sheets. New inserts are available showing an improved ceiling receptacle with double contacts, and also silent mercury switches.

1107—High Voltage Portable Cables. Five stream types for use from 600 to 15,000 volts are described and illustrated. Catalog listing including weights and outside diameters are given. Detailed splicing instructions are included. Copies may be obtained from Samples Wire & Cable Co., 79 Salem Street, Cambridge 51, Mass.

1109—Anchoring and Drilling Devices. An illustrated 8-page catalog No. 16, describing more than twenty-five anchoring and drilling devices for making fastenings to masonry, is available from the Anco Expansion Bolt Company, Akron, Ohio.

ELECTRICAL SOUTH,
806 Peachtree St., NE
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November, 1950

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(Print Plainly)

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Company

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City & State

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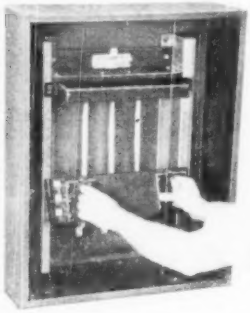
See for yourself the special advantages of Federal Noark's complete lines at your Federal Distributor's. You'll quickly understand how Federal's leadership in bringing out new and superior products means valuable savings, larger profits, and more attractive installations.

FOR EXAMPLE, LOOK AT THESE NEW FEDERAL NOARK PANELBOARD FEATURES!



NO MORE DELAYS!

The new Flexunit line of Plug-In Distribution Panelboards enables your Federal Noark distributor to assemble any desired combination of fusible switches in a few minutes. And the necessary standard parts are so few that the distributor can always have them in stock and give you almost instant panelboard delivery. Federal Flexunit Panelboards abolish all the former delay caused by waiting for factory assemblies.

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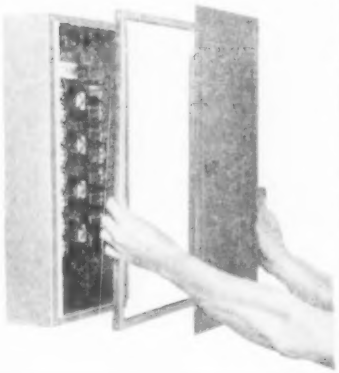
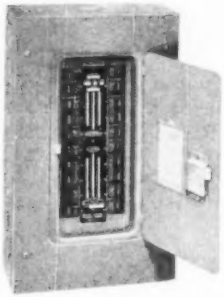
"DOUBLE-PURPOSE" ENCLOSURE

Now the whole Federal Noark line of NTPS Panelboards comes in the handy "combination" enclosures for either flush or surface mounting . . . even the new low priced 16- and 20-circuit NTPS panelboards! They are shipped from the factory ready for surface installation. For conversion, you simply discard the picture-type frame – and the NTPS is ready for a remarkable neat flush mounting job.

Federal Noark brings you 16- and 20-circuit NTPS panelboards at exceptionally low prices. The new NTPS-310 and NTPS-320 have the same sturdy, compact, dependable construction that has made NTPS today's most popular line of fusible switch panelboard.





CIRCUIT BREAKER PANELBOARDS
at fuse box prices

From a choice of only two Stab-lok Panelboard Enclosures and 15, 20, 30, 40, and 50 amp. Circuit Breakers, either single pole or simultaneous trip double pole, you can now meet any single phase panelboard specification up to 20 circuits, in a few seconds. The remarkable new Stab-lok System is extremely flexible and far more economical than any other . . . enclosures are the exclusive Federal "combination" type . . . breakers are the self-locking, plug-in Stab-lok design.

The exclusive new STAB-LOK Circuit Breaker has an improved co-operative thermal-magnetic trip action. Harmless momentary current surges – as when a motor starts – are permitted to pass, but the circuit is broken at once when there are short or dangerous overloads.

SEND FOR A COPY OF OUR NEW PRODUCTS BULLETIN

FEDERAL ELECTRIC PRODUCTS COMPANY, 50 PARIS ST., NEWARK 5, NEW JERSEY

FEDERAL NOARK

PANELBOARDS

Complete line of Federal Electric Products includes Motor Controls, Safety Switches, Service Equipment, Circuit Breakers, Panelboards, Switchboards, Control Centers, Bus Duct * Sales Offices in principal cities.

The bundle of sticks

A wise old man called his quarrelsome sons about him. Taking up a bundle of sticks, he commanded each in turn to break the sticks. All tried, but in vain, and said it could not be done.

"And yet, my boys, nothing is easier to do," said the father, as he undid the bundle and broke the sticks, one by one. "By this example, you can see that united you will be more than a match for your enemies; but if you quarrel and separate, your weakness will put you at the mercy of those who attack you."

The useful truth of this fable is just as timely today as it was when the Greek ex-slave Aesop told it 2,500 years ago. You, a patriot, believing in individual liberty and freedom for all, see our American way of life threatened by the menace of communism abroad and jeopardized at home by complacence, negligence, confusion and incompetence.

As a business leader in your own community, you have a particular responsibility to help unify your fellow citizens and guide their thinking and action--for the strengthening and preservation of the ideals that built America, in fact, made America the envy and goal of the very individuals now seeking to destroy it. *In Union there is Strength.*

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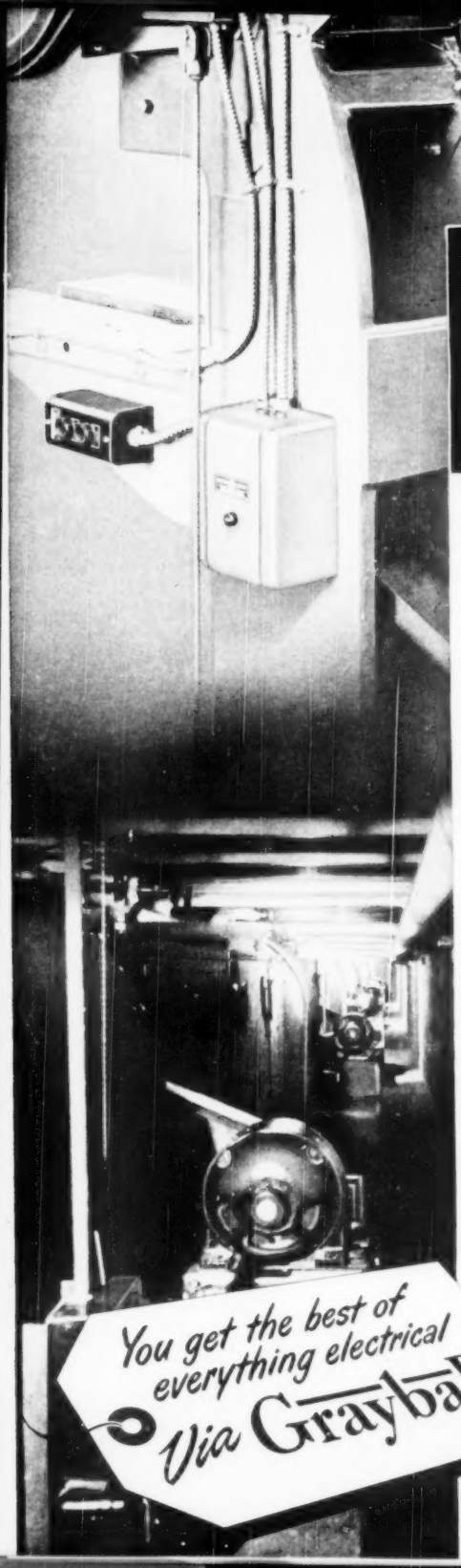

How to keep customers

"POWERFULLY" HAPPY!

Get G-E Motors via Graybar

On any power-drive order, to get the most for your customer's motor dollar every time, make sure you specify G-E motors via Graybar. No matter what your customer's requirement, Graybar can provide the motor that's exactly suited for the job. Graybar distributes the full line of G-E motors—the motors that both plant and product engineers accept without question for any installation. AC or DC, general- or special-purpose—dependable G-E motors deliver the power you want, smoothly and steadily, for long periods without maintenance.

All the Right Controls

To keep your customer's G-E motors "under control", team them up with G-E starters. In addition to full protection against injurious overloads, they have other security built in. All live parts are completely enclosed . . . contacts and other operating parts have long-life features. Cases have ample conduit knock-outs and terminals for easy installation. Graybar also distributes all of the necessary wire, conduit, and accessories you need for your motor installations.

"Powerful" help on all power needs

Throughout the nation at 19 of Graybar's 105 offices, there are Power Apparatus Specialists who are highly experienced in the selection and application of motors and controls for specific tasks. The nearest Graybar Specialist is ready to help you survey your customer's plant to plan the best use of all kinds of power equipment—including transformers, switchgear, circuit breakers, capacitors, and other items for intra-plant distribution. Altogether, Graybar distributes more than 100,000 electrical items. For dependable supplies . . . for help in speeding lighting, communication, ventilation, and other electrical installations, call our nearest office. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

FREE—two booklets on Controls

GRAYBAR ELECTRIC COMPANY, INC. 3080A
420 Lexington Avenue, New York 17, N. Y.

Please send me free copies of the two booklets, "Simplified Guide to the Selection and Application of Commonly Used Types of A-C Motor Controls" and "The Biggest Control Story in Years."

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Company _____

Address _____

City _____ Zone _____ State _____

HOW TO IMPROVE PLANT LIGHTING

through the Specification of Benjamin

INCANDESCENT LIGHTING UNITS

***GOOD PLANNED LIGHTING** recognizes the importance of specifying **INCANDESCENT LIGHTING UNITS** where their application will economically solve lighting problems due to location, atmospheric condition, seeing task or cost limitation.*

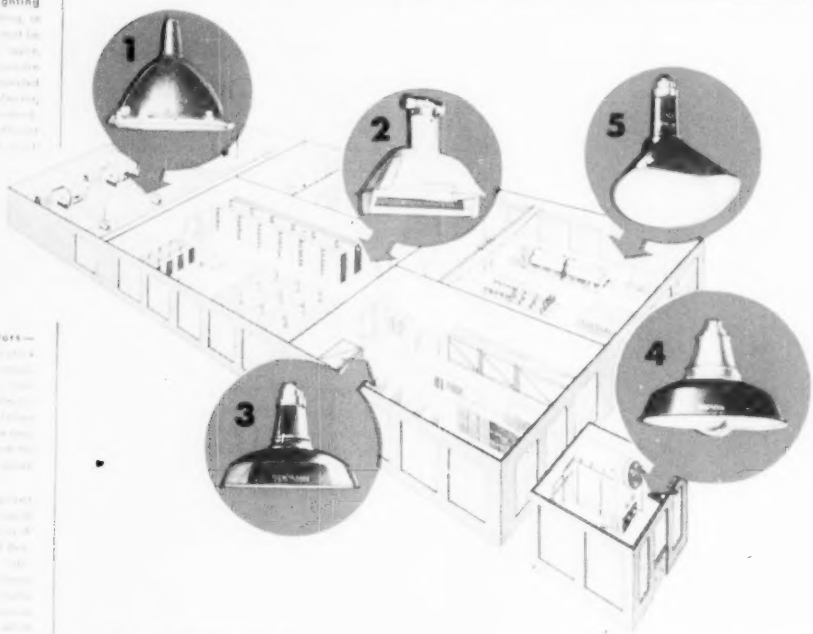
1 "STEELITE" Armor-Clad Lighting Units—

2 "STOCK-BIN-LITE" Reflectors—

3 BLM DOME Reflectors—

4 "HEAVY-DUTY" VAPOR-TIGHT Lighting Units—

5 "ELLIPTICAL ANGLE" Reflectors—



From the standpoint of economy, performance and adaptation to special environmental and operational conditions, Benjamin incandescent industrial lighting units are the best possible solution to many plant lighting problems. Good planned lighting, therefore, utilizes Benjamin incandescent units whenever their advantage is indicated.

Spotted around the model factory layout above, are typical examples of the application of Benjamin incandescent industrial units to plant lighting problems. In addition to solving these problems, the specification of Benjamin equipment brings the extra benefits of Benjamin "built-like-a-battleship" construction and Benjamin design advancements which facilitate maintenance and reduce operating costs.

How Benjamin incandescent lighting units may be used to solve plant lighting problems, is explained in the new Benjamin manual, "A Planning Guide to Improved Plant Lighting." This 36-page guide demonstrates the application of the 12 major Benjamin Lighting Systems to factory lighting problems, and contains much data relating to the use of incandescent lighting units for special "problem locations," such as are indicated above.

Your FREE COPY of the GUIDE will gladly be sent without cost or obligation. Simply address your request to: Benjamin Electric Mfg. Co., Dept. Z-1 Des Plaines, Illinois.

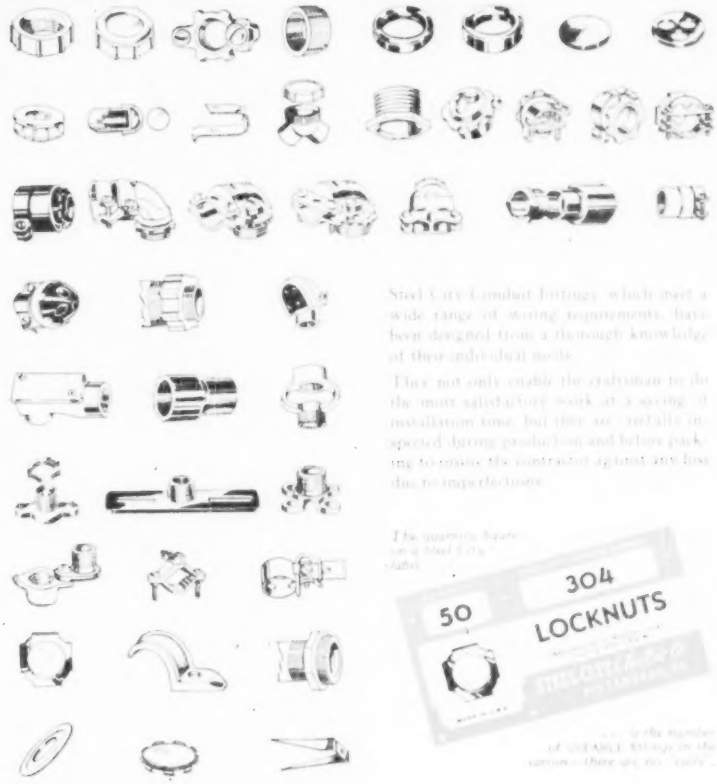
BENJAMIN

Lighting Equipment

INCANDESCENT

Sold Exclusively through Electrical Distributors

CONDUIT FITTINGS *by Steel City*



Steel City Conduit Fittings, which meet a wide range of wiring requirements, have been designed from a thorough knowledge of their individual needs.

They not only enable the craftsman to do the most satisfactory work at a saving of installation time, but they are initially inspected during production and before packing to assure the contractor against any loss due to imperfections.

The quantity figure on a Steel City label

. . . is the number of LOCKNUTS in the carton—there are no "extra".

CONDUIT FITTINGS
in the
STEEL CITY LINE

BUSHINGS
BUSHING CLOSERS
CABLE CLIPS
CAPPED ELBOWS
CHASE NIPPLES
CONNECTORS
COUPLINGS
END FITTINGS
ENLARGERS
ENTRANCE CAPS
ENTRANCE ELLS
FIXTURE EXTENSIONS
FIXTURE HANGERS
FIXTURE STUDS
FIXTURE OFFSET EXTENSIONS
GROUNDING CLAMPS
GROUND STRAPS
LOCK NUTS
PIPE STRAPS
REDUCERS
REDUCING WASHERS
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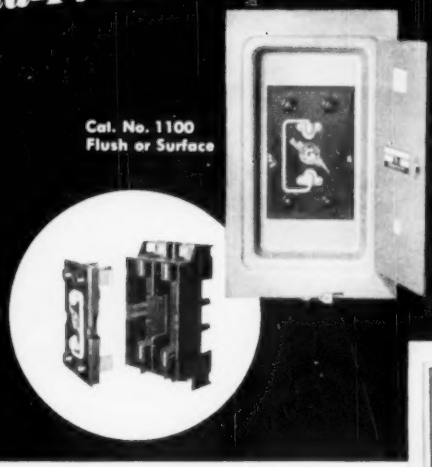

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Dead-front construction for greater safety and costs no more than externally operated switches.

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The 100 Amp. over-all main disconnect switch will also be available in combination with 12 or 16 single plug fused branch circuits and two pullout branch switches (30 or 60 Amp.) for Range and Clothes Dryer, Water Heater or similar applications.

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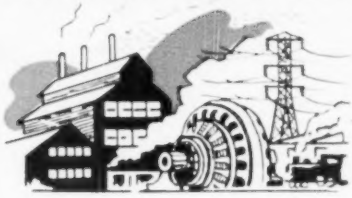

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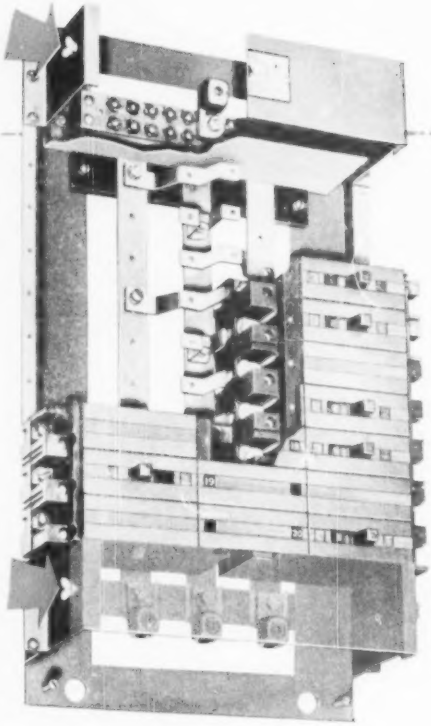

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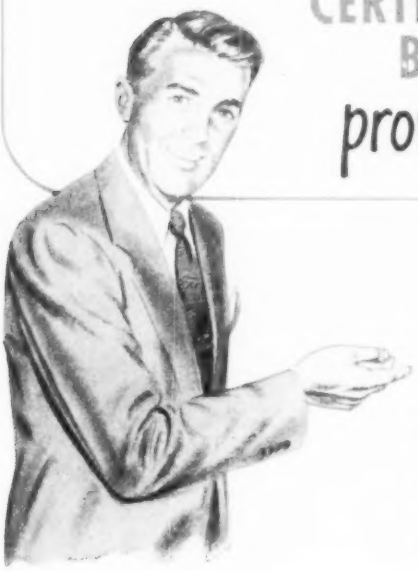

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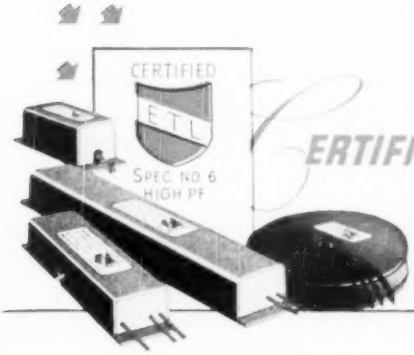

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HAZARD insulated wires and cables for every electrical use

B503

MAYBE WE NEED FEWER CONTROLS

No. 6 in a series of editorial messages

THE Defense Production Act, which was enacted by Congress and signed by the president a few weeks ago, restores or authorizes the return of most of the wartime economic controls.

In the case of essential imported materials, such as tin or natural rubber, some governmental restrictions are no doubt necessary to make certain that the available supplies are properly used and that due preference is given to the military program. But in the case of most of the materials and supplies produced in this country, there is serious question whether any new controls would be needed if some present controls were removed or modified.

There is, for instance, the Fair Labor Standards Act, better known as the wage-and-hour law, which restricts the standard work week to 40 hours and requires payment of time-and-one-half the regular rate for overtime.

Whether in normal times such restrictions are really necessary or desirable is a debatable question. But certainly there can be no room for argument over the fact that during a wartime emergency this 40-hour week puts industry in a sort of strait jacket. There is little possibility of increasing production without adding more employees (or adding an excessive labor cost in overtime payments), and since the emergency has also brought a manpower shortage, it becomes impossible to boost production enough to take care of both military and civilian requirements. This situation, in turn, makes it necessary to impose new governmental controls to prevent hoarding by civilians and to give priority to the requirements of the military program.

Further, prices tend to rise when production fails to keep up with demand. And to keep prices from "getting out of hand" during a wartime emergency, price controls then seem necessary.

In addition to governmental controls, there are controls imposed by organized labor which have resulted in lower production and higher prices.

Most familiar, perhaps, is the situation prevailing in the building trades. As is well known, the bricklayer today is permitted to lay only about one-third as many bricks as he did some years ago. In other organized building trades, too, feather-bedding practices and excessive demands have made building costs almost prohibitive. The result is an acute housing shortage—and then, of course, government enters the housing picture.

If it were not for some of the restrictions imposed by government and by organized labor, industry's production might be expanded to take care of both military and civilian demands. In that event, there would seem to be no need for priorities, allocations, rationing and all their accompanying controls which harass business and industry, reduce production efficiency and build up a cumbersome and costly bureaucracy.

Too much back-seat driving

Today, when we are confronted with the greatest military and financial crisis in the nation's history, perhaps we should think of loosening the bonds which restrict our productive effort before we forge new ones. For it was our industrial production which tipped the scales in both world wars.

This time we face an enemy which is far stronger and better prepared than any we ever faced before—which has many great advantages in manpower, natural resources, land area, strategic location and in autocratic control over the people of many satellite nations. And at home we face an equally serious economic threat in the form of a potentially chaotic inflation.

Facing these great, immediate dangers, can we afford the luxury of short working hours, heavy premium payment for overtime, and arbitrary limits on individual production? Can we permit our productive effort to be hampered by the concept that work is degrading, that we should do as little work as possible, that we should have ever-increasing pay for ever-decreasing output—and that, if we don't choose to work at all, government or someone should support us?

Maybe in these critical times we need fewer controls rather than more, so that individually, we can devote our efforts to the common cause.

—T. W. M.

OUR READERS SAY—

Readers are invited to make use of these pages to express their own views on timely subjects.

Modern Methods Hold Down Costs

◆ As the accountant for this electrical construction company that has completed some important large industrial and institutional jobs during the last few years, I am in a position to know the important savings in man hours achieved by modern short-cut installations.

Many of my accounting records show a saving of 50% in the cost of installations, achieved by full co-operation of the architect with the electrical contractor.

In the past few years, schools, hospitals, and industrial structures have been built more and more for utility. This calls for more electrical power and more efficient utilization of power than was employed even five years ago.

Our crews often go to work by the time the foundation is laid. This is possible only when we have the full co-operation of the architect and others concerned. We have that co-operation in most instances. Architects, as a rule, are fully aware of the important place that adequate power installation has in both the utility and the beauty of a modern structure. But there is still some pioneering work for electrical contractors to do among architects who have not fully accepted modern streamlined methods of construction.

Perhaps among the most dramatic examples of perfect coordination between the architect and the electrical contractor are many of the larger housing projects utilizing some form of prefabrication and mass production. We have done, and are doing, the wiring for a number of these projects. By co-operating with the architect, we have saved 50% of the cost of electrical wiring and provided for future expansion of modern electrical living.—**A. B. Huddleston, William Long Electric Construction Co., Little Rock, Ark.**

Prefabricating Electrical Wiring

◆ The practical ideas submitted by various electrical contractors to your "Our Readers Say" column are very helpful.

Here is an idea which isn't exactly new, but it does have possibilities for development. Today, we hear a lot about "prefabricated" houses, boats, machinery, etc. On our installation job for the new department store for the Krauss Co., Ltd., here in New Orleans, we keep thinking of this word "prefabricated" every time we install the same units in the same lengths on the same floors of the same size.

We are reminded of the identical nature in the construction of the various floors in so many of our modern buildings. This sameness should make it possible for us electrical contractors to "get in" on the profit-saving features of prefabrication. Why can't it eventually be possible for us electrical contractors to "prefabricate" most of our work in the shop and then install these prefabricated units with greater ease and comfort for the men and with super-quick connector devices?

On this Krauss job, the electrical installations are identical on many of the floors. Standard lengths of conduit are delivered to us on the job. We cut them to size and thread them with a portable Oster threading machine. When cut to size for one floor, we cut them the same size for the next floor, and so on.

These pre-cut lengths have an added feature of insuring greater accuracy on the job—they serve as an automatic "double check" on the location of the outlet markings as determined from the blueprint.

Thus, in a manner of speaking, we are prefabricating many of these parts. In fact, we actually do call them prefabricated although we are sure that other electrical contractors will merely consider them the usual type of identical parts for identical floors.

(Continued on page 54)

"Until you fix that step you broke—that's how long!"

Light.....at work

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Elkan A. Avner, Architect
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An ES
TELL-ALL
Story

Contractor's success keyed

◆ BUSINESS CONTROL is the keystone of success in any business—a fact that is well known to all. A highly successful contracting business in Blytheville, Ark., has used electric control specialization as the keystone of its outstanding success in the electrical contracting field. This no doubt proves that control is important whether it is the intangible something of a business or the tangible push-button and relay of the factory's machinery.

C. E. Sebaugh, owner of the City Electric Co., Blytheville,

Typical of some of the industrial electrical control installations completed by City Electric Company of Blytheville, Ark., is the Swift Packing Company's cottonseed and soybean meal plant, above. In this particular plant there are hundreds of motors that must operate at the right time and in the right sequence. Such plants are usually started backward with the end functions started first. The control engineer's problem is to design circuits so that equipment cannot be operated in a wrong sequence and so that equipment will be closed down in the proper sequence in the event that any piece of equipment develops trouble. Even the prosaic water tower requires complicated control circuits to pump water in timed cycles from wells in a given sequence. One of the Blytheville elevated tanks and pump houses is shown at the right.

to electrical control specialization

Co-ordinated process control offers attractive opportunities to the contractor who develops the special skills needed for work in this field

by L. H. Houck

Ark., is not only an electrical control specialist but he is also an enthusiastic builder of control circuits. He gets a great deal of personal satisfaction from designing intricate automatic controls for factories.

His second hobby is flying, and those who know him well, from his Cub plane days up to his present Beechcraft Bonanza, fully expect him to eventually do his flying by push button!

Before establishing his City Electric Company in Blytheville, in 1935, Mr. Sebaugh spent 16 years as a power company engineer in Kansas, Oklahoma, Arkansas, and Missouri. He was once located at Ironton, Mo., where he built several hundred miles of line and tied together all the circuits that once comprised some 16 separate companies which had been bought by the Arkansas-Missouri Power Company. From there he became an Ark.-Mo. division manager, then commercial manager, and finally assistant to the president of this important power company.

He resigned this important position in 1935 to buy a small two-man contracting business in Blytheville which was the nucleus of his present company.

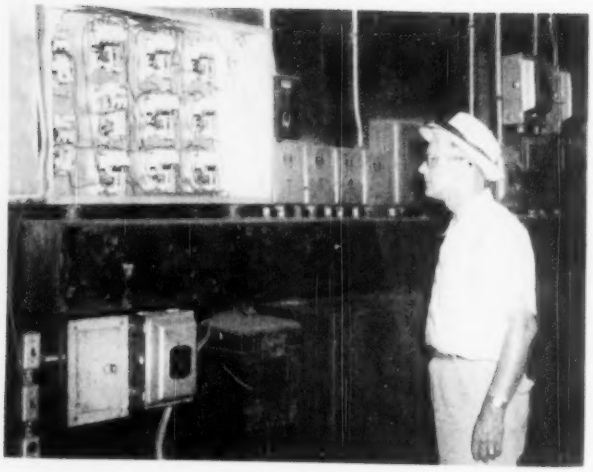
Today his company has 30 employees, including specialists and experts in many electrical fields. Two engineers are on the staff. It takes 10 trucks to service the contracts and customers.

Heating and Air Conditioning

The company now has a full-time heating and air conditioning department. This department grew up from a service department of the business. Inasmuch as they were called upon to do a large volume of service work, they decided that they would be better off selling heating and air conditioning equipment, since they could better regulate efficient installation and also be in a position to choose the type of equipment they preferred to install.

Now this department accounts for 50 per cent of the total business and has also become responsible for the company having an even flow of business throughout each month in the year. The contracting business, as almost everyone knows, is a seasonal business. By adding the heating and air conditioning departments, Mr. Sebaugh said he had achieved even

A wide range of special functions are handled by pushbutton for this soybean elevator. Controls read simply: "To load into truck"; "To load railroad car"; "To recirculate"; etc., but a very ingenious system of relays and timing mechanism is required to handle the sequential operations of motors and drives.



H. E. Phillips, manager of the Producers' Co-operative, Inc., alfalfa dehydrating plant at Osceola, Ark., examines the enclosed relay system used in starting their motors. This plant was wired by City Electric, and a transformer-type starting system was used to conform with the city's specifications regarding motor starting currents. The city requires that the starting current for any motors shall not exceed at any time the full load rated current of the motor.

In operation, the first automatic relay of this system connects the motor to a 50 per cent tap of an auto-transformer, and the next stage connects the motor with the 65 per cent tap. The last contactor connects the motor directly across the 440-volt line. The installation includes two 100 horsepower motors of the slip-ring type.

flow—a feature everyone in business wants—where every month is a good month.

Another feature of the business is a constant effort to keep highly trained men who can specialize in various fields in which the company operates. Many of their employees have been with the company five and 10 years, and some since the company was established 15 years ago.

Dale S. Briggs is the company manager. He is a graduate of Oklahoma A. & M. College, graduating with a degree in business administration and commerce.

Results of Specialization

Specializing in intricate and original control circuits has earned a reputation for the company that brings in new customers with problems. Here in this prosperous area of Arkansas are located alfalfa mills, soybean and cotton seed mills, cotton gins, dehydrating plants of various kinds, and several large oleomargarine plants.

Such plants must have co-ordinated process control, and while co-ordinated process control is by no means a new thing in the electrical industry, it still is not something that you can pour out of a bottle. Each plant using it needs to have its special needs engineered into the maze of copper that makes up the circuits. Each plant has its own individual problems that need solving in order to insure profitable operation.

Added to the average smooth running plant there is always some problem awaiting the engineer who will take the time to study out a working solution.

New problems come to City Electric drafting boards every month. Many problems have been solved. There was a time when clogups and breakdowns in elevators and mills were common because somebody threw the wrong switch or pushed the wrong button, or even pushed the right button at the wrong time. Half of City Electric's work is devising ways and means of making mill operation so automatic that pressing the wrong button will not affect operations.

Thanks to original circuits and designs made by Mr. Schaugh, there are numerous plants now in this locality which cannot be started up wrong, nor can be damaged by misuse. He has developed controls for one plant which are rather unusual. If a motor becomes inoperative through wear, use, or any other reason, the plant cannot be operated until it has been repaired or replaced, and every time they push the button to start up the plant a red light flashes showing just which motor won't start.

Typical Industrial Job

Typical of the industrial jobs handled by City Electric are the automatic controls in a large plant devoted to making cottonseed and soybean meal. The plant is owned by Swift Packing Company and is located in Blytheville.

As in all complicated manufacturing processes, the wiring conforms to what is commonly called co-ordinated process control. The need is obvious to those familiar with these plants, but many other contractors do not come in contact with plants requiring co-ordinated systems. The main need for a co-ordinated control is to be sure that some part of the process starts up before other parts which it feeds are in operation. In this plant, for instance, if a motor failed while operating a conveyor in the middle of a bank of some 15 storage elevators, the resulting jam might cost the company several thousand dollars to untangle. Such plants are usually started backwards so the end functions start first.

In this plant are hundreds of motors which must operate at the right time and whose failure would clog up the plant and cause expense and delay.

The switchboard in this plant uses a tell-tale system whereby the fact that each motor is actually operating is indicated by a green light on the board, and if it stops, a red light burns. This red light

Dale Briggs, manager of City Electric Company, holds college degrees in business and commerce. Having made a life study of all types of business operations, he is quick to recognize a non-profitable phase in almost any manufacturing operation he inspects.

Having discovered this spot lies within the realm of correction by new wiring, new equipment and automatic controls, or a complete new factory, he is often able to submit the business phase of the problem to his company's engineers, who then work it out in copper, and another roll of blueprints such as Mr. Briggs is examining here, soon goes into the huge pile of completed jobs. Business control goes well with the business of electrical controls.

shows the location of the motor and gives the engineer a chance to quickly shut down everything feeding to it, or as a matter of fact, in the case of some of the key motors, the down motor signals with its red trouble light and sounds a siren. This same relay shuts off the other motors preventing costly clogups. Such stabilized control systems also save considerable in power cost.

Soybean Elevator Installation

A soybean elevator is another example of an original wiring diagram's saving the customer money and time. This plant is equipped with conveyors under and over the bins. By proper switching, soybeans can be recirculated, can be stored in any of the bins, removed from any of the bins, or may be loaded from one spout into a railroad car or from another spout into trucks. The loading begins with a conveyor at the ramp where trucks dump the soybeans.

It is easy to see what a jam would result if soybeans were dumped into the entrance conveyor when the other conveyors were not in operation, or what confusion and expense would result from the wrong starting of some of the dozens of motors, particularly since the practical operation of the plant is in the hands of inexperienced men as far as electrical operation of the plant is concerned.

Mr. Sebaugh hooked this plant up so that in any of a dozen operations the last motor in the sequence starts first, and the last motor to start is the motor which operates the conveyor at the loading ramp, which definitely eliminates any chance of clogging because of wrong starting sequence. He also incorporated lockout controls in the circuit so that each subsequent motor cannot be started unless the motor in front of it is running, making it impossible to switch on the conveyor motor at the loading ramp unless the motor handling the next operation is up to speed, and so on throughout the entire sequence.

Simplified Controls

Then in order to simplify the control, he hooked up a row of start-and-stop buttons with operation legends above them, such as "To load into truck," or "To recirculate," or "To Load Into Railroad Car." Each separate operation of which the plant was capable was listed, and the button to control that operation placed below it.

Below this row of buttons with legends, he had a long row of buttons on which there was no clue as to what they controlled.

The operator was supposed to push the top button for the operation he desired and then to push all of the buttons in the row below. Not all of them controlled

Above is a most commonly used three-wire industrial control circuit, wherein a relay or contactor is remotely controlled by momentary contact push buttons. The push button usually consists of one start button, normally open, and one normally closed button for stop. Closing the start button energizes the relay or contactor, which in turn controls the motor or begins the starting sequence. Pressing the stop button de-energizes the relay.

An advantage of this hookup is that on voltage failure or low voltage line, the relay will become de-energized and remain so until the start button is again pressed, giving ample low voltage protection. For similar control, two normally open push buttons can be employed with latch-in relays, wherein the relay will remain latched-in regardless of voltage conditions until the stop button is pressed which energizes a second coil and trips the mechanical latch.

Between these two extremes in simple push button control, there are many possible variations by which the particular work of the customer can be handled. Mr. Sebaugh uses the customer's problems as the starting point and uses available equipment to accomplish his objective, creating original circuits when necessary. In the field of relays, endless combinations of time delays, whether motor-operated or thermal, are possible. With normally open and normally closed contactors, almost any interlocking and safety feature can be provided and accurately time-delayed.

This is highly profitable work to the contractor because it is in a field where a high type of service is rendered to the customer who is operating expensive machinery and who has heavy power loads. Many of these plants are operated by unskilled personnel, and the contractor who can make the installation make it safe and automatic and free from service calls, not only earns a profit for his engineering, but also creates a good reputation.

W. W. Nebel, left, parts manager, and George Curry, right, City Electric's mechanical engineer, work out selection of component parts to fit a plan on the drawing board. Since there are many ways of doing everything, engineers try to select components for circuits that will hold down wiring expense and at the same time result in trouble-free operation.

Zany circuits and equipment subject to temperamental fits are frowned upon. Mr. Sebaugh stresses the fact with employees and customers that since a good automatically controlled wiring job is high in first cost, it should be so constructed as to be low in service cost and have a long efficient life.

For that reason extreme care is taken in the selection of components, and the company have at times tested under their own ideas of endurance, switch and equipment of unknown value. How this works out is easily understood when it is known that one of their first control jobs sold for more than $5,000 and in five years time has not required a service call or an adjustment of any kind.

This means that the customer will praise City Electric long after he has forgotten about the high first cost, whereas if he were plagued by adjustments and service bills, he would probably regret the initial expense every time he called for the trouble shooter—resulting in a knocker instead of a booster for City Electric's wiring ability.

motors on specialized operations, and they were locked out of the circuit, but by pushing all the buttons, the operator got all the motors that were supposed to run in the classification desired, and they started in the backward sequence of the last motor in the operation first.

While the wiring diagram which locked out the switches and motors from a certain operation was somewhat complicated, the outward appearance of the control was as simple as the actual operation. This was another instance in which he used automatic controls and time delays to do most of the work.

Water Plant Remodeling

Even the Blytheville water department found need for more automatic controls in their remodeling and modernization of the water plant. New buildings, new wiring, new pumps, and new equipment was called for by the heavy increases in population and the number of manufacturing and industrial plants locating in this prosperous area.

City Electric Company received the wiring contract and Mr. Sebaugh and his crew designed new automatic control circuits so that the several deep wells which supply the water would be pumped in a timed cycle.

The wells are pumped for preselected time periods in an automatic repeating cycling operation, so that no one well is required to supply water in excessive amounts that would jeopardize its future efficiency.

When a pump on a well ends its pre-set pumping period, it stops and another pump and well takes up the load. If the water demand is abnormally high for a peak period, other pumps and wells cut in automatically until the peak has been satisfied, after which the normal cycling is resumed automatically.

The photograph shows one of the elevated tanks and a well and pump house in Blytheville. Others are nearby.

Besides obtaining an economical and efficient pumping system, the arrangement of automatic control insures an adequate supply of

(Continued on page 57)

C. V. Sebaugh, owner of City Electric Co., is second from the left. This is the City Electric Beechcraft Bonanza plane used to fly men and materials to jobs when necessary. Others photographed with Mr. Sebaugh on the Blytheville airport landing strip are customers and light company officials.

The plane is used when speed is necessary, but its usefulness is not restricted to company use entirely, Mr. Sebaugh said. It is often used to help a customer in trouble. Once a City Electric customer needed a pump part which could only be obtained from the factory at Mattoon, Ill., and his plant was shut down.

Sebaugh, who has been a pilot for years and has thousands of air hours, flew to the factory and loaded the part in the plane. It was so heavy that he couldn't get off the runway, so he made arrangements with highway authorities to use a section of highway. Highway patrolmen stopped traffic until he became airborne with his load.

Another time a customer had a motor to burn out for which no replacement or quick repair was available. Mr. Sebaugh phoned the distributor in Memphis and asked that the motor be sent to the airport. He flew down, picked up the motor, and delivered it to the customer in 35 minutes!

Sales Opportunities in 1951

Electrical utility leaders see unlimited sales opportunities in 1951 despite defense program

◆ UTILITY executives attending the general sales conference of the Southeastern Electric Exchange, held in Atlanta, recently, brought with them numerous problems and questions as to the effects which the defense program will have on their companies in the immediate future.

The speakers, necessarily, had to qualify their statements, but the general conclusions drawn from the discussions were that insofar as utility companies are concerned there are going to be unlimited sales opportunities in 1951, and there is no cause for pessimism, but the problems faced will offer a real challenge to the leadership of the industry.

The meeting included a one-day program for the various committees of the sales sections and a two-day general conference.

Paul D. Brooks, manager of sales and marketing, Ebasco Services, Inc., New York City, told the group that for 1951, at least, business as usual is out. Further, he said, many economists believe that the present generation may never see a return to a "normal peacetime economy" but will live under a condition of tension for many years. With no major war some 30% of our production capacity will be required for the defense effort. Generating capacity appears to be in better shape than just before World War II and much new capacity is on order. This indicates that utilities will still need to sell, he said. Some of the opportunities for selling in 1951 include selling to low-use customers—lighting, electric ranges, television, and electric house-heating.

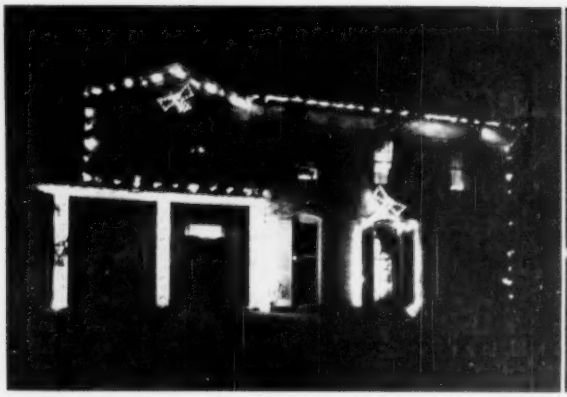
The need for selling in the immediate future was emphasized further by Edward R. Taylor, general sales manager, Hotpoint, Inc., Chicago. The life blood of a Democracy, he said, is a dynamic selling and distribution organization. In the last war, our marketing means was disrupted and this delayed recovery. Under present conditions we know that production capacity is sufficient for defense and reasonable civilian needs, but the problem ahead is going to be one of distribution.

Even with production of appliances curtailed 30%, we may still need intensive selling to sell the remaining 70%, Mr. Taylor explained. The consumer's ability to buy is going to be curtailed, and this is already in evidence to some extent as a result of Regulation W, higher income taxes, higher living costs, uncertainty over military status of millions of young people, shifting labor forces to defense areas, etc. There is an educational job to be done, he said, to sell the public on the fact that even in a restricted economy there is a need for salesmen and marketing personnel.

Current economic trends and their effects on the electrical industry were discussed, also, by M. E. Skinner, vice-president, Union Electric Co. of Missouri, St. Louis. The policy suggested by these trends, Mr. Skinner said, is a continuation of sales activity with flexibility incorporated into the plans. Higher prices, taxes, and credit restrictions may choke off demand faster than production of electrical goods and equipment is reduced by defense needs.

There are three important ways in which electric utilities can help dealers, C. J. Coward told the conference. Mr. Coward is merchandise manager for the Nash-Kelvinator Sales Corp., Detroit. These three helps are: (1) To get better salesmen by using scientific methods of screening applicants; (2) to train salesmen; and (3) to assist in special co-operative sales promotions.

The president of the Southeastern Electric Exchange, W. O. Turner (center) president of Louisiana Power and Light Co., addressed the Sales Section of the Exchange at its general sales conference, Oct. 25-27, in Atlanta. With Mr. Turner is Sales Section Chairman Streuby L. Drumm (left), vice-president, New Orleans Public Service, Inc., and John L. Tallec, executive director of the Exchange.



Are you overlooking Christmas business?

◆ SOME PEOPLE prefer to have the family Christmas tree lighted by an electrician, and then will retain the electrician to hang the numerous decorations — at $4.00 per hour. Frank Camus and Son, contractors of Shreveport, La., have discovered.

And there are many small residential and institutional decorating jobs that help accumulate man hours for a contractor during an ordinarily slack season, says Frank Camus.

This firm has been edging steadily into the Christmas business for the past three seasons and last season showed approximately 1,130 man hours for decorating alone in November and December. It is true that more than 900 of those man hours were invested in the Shreveport municipal lighting and decorating job but at least 200 man hours were sold on residential lighting and decorating in December alone.

"We are selling man hours," says Camus, "and the Christmas season contains an excellent opportunity for such sales.

"For most of November and December, we used 16 men, some of them borrowed, and it seems to me that a good many contractors are overlooking an opportunity by not getting deeper into the Christmas business.

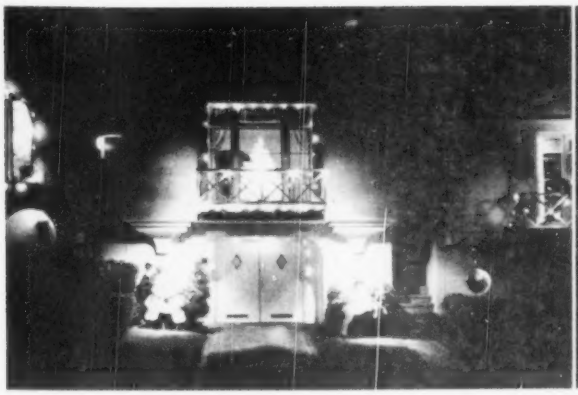
Advantages of this Business

"We find that the season brings with it a decreasing demand for the normal services of a contractor. If there isn't a seasonal slack, then jobs are quite likely to be thrown into idleness by arrival of the first inclement weather. Christmas lighting and decorating fills in the gap. And it's profitable."

Camus points out further that municipal lighting and decorating jobs are usually out of the way in time to permit meeting the demand for similar residential services. Merchants usually want municipal decorations in place by late in November.

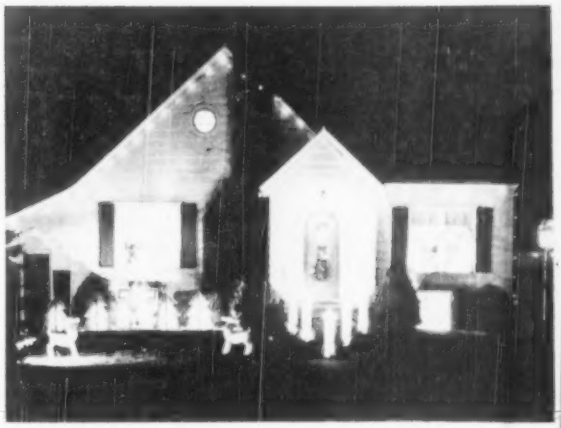
In Shreveport the municipal lighting and decorating job called for 14 blocks of seasonal garnishment and ran to $10,000. This main thoroughfare job started on November 2, required 12 temporary meter loops and 15 main line switches. Camus and son designed it, did the wiring, and also the decorating; and were finished in time to plunge into a lucrative institutional and residential program.

They lighted and decorated two shoe stores, three clothing stores, a bank building, and several department stores. A substantial amount of their institutional business was away from Shreveport; one job being the designing con-



by Baron Creager

Examples of Christmas decorative lighting from various southern cities show what contractors can accomplish



(All photos courtesy General Electric Lamp Dept.)

struction, and installation of a decorative scheme for a restaurant in Bastrop, 135 miles distant.

In the residential field, the Camus firm designed and installed decorative ensembles for home interiors. They designed wreaths and garlands of lights that fitted into landscaping. In addition to doing wiring and lighting they decorated mantels and trees and rented figurine sets and installed floodlighting.

"One of the surprising things about the Christmas lighting business is the demand that comes from middle-class homes. One might have the impression such demands originate only in wealthy homes, but I believe the bulk of our residential business came from modest homes. Local decorating contests, such as we have had here, help develop such business.

"Stair Step" Demand

"This work also dovetails nicely with demand. There is no explanation that I know of, but our experience is that people of modest means who spend money for outside decorations want those decorations in place early, well before Christmas.

"In the wealthier homes they want neither outside nor inside decorations in place until late, just a few days before Christmas. This creates a rush for us in the last week before Christmas, but that rush week involves only the larger residences.

"And there is another advantage

(Continued on page 59)

Factory-wired adjustable speed drives with controllable

Packaged Drives for the Textile

by W. H. Behnke

Application Engineer, Reliance Electric and Engineering Company Cleveland, Ohio

This article is adapted from a paper presented by Mr. Behnke at a conference on electrical application for the textile industry, at Georgia Institute of Technology in co-operation with the AIEE.

♦ THE HISTORY of the textile industry is one of continuous improvement ever since the first man discovered that fibers could be woven together to produce cloth. Perhaps the most significant factor in the growth of the industry from the batch method of processing to the huge continuous processing range drives is the fact that over the years the methods of applying power to these machines have kept pace with the other advances in the art and science of manufacturing textiles.

This increasing trend toward processing textiles by continuous or sequence methods has made extensive demands on the ingenuity of the motor and control manufacturers.

From the viewpoint of the drive equipment modern textile machines require a power system that inherently provides:

1. Controlled starting and stopping.
2. Unlimited speed changes.
3. Controlled acceleration and deceleration.
4. Centralized control.

The outstanding type of co-ordinated drives now in operation in many of the leading textile mills today is the adjustable speed drive system featuring controllable variable voltage. These adjustable speed drives from spot conversion units have been of great value to all industry in increasing production. It makes possible remarkable ease and flexibility of control, provides smooth starting, stopping and speed changes, and many other advantages that help to improve the quantity and quality of the work done.

Elements

These conventional variable voltage Ward Leonard spot conversion systems consist of six separate elements, each of which must be present in some shape or form. These elements are:

1. A-c supply.
2. A-c control.
3. Conversion unit.
4. D-c control.
5. D-c drive motor or motors.
6. Operator's panel or control station.

Regardless of the size, application, or horsepower ratings of the variable voltage system, these six components must always be present. Two of these components, the motor and the operator's panel or control station, are fairly limited as to their physical location. They must be mounted either as an integral part of the machinery equipment itself or

variable voltage features

Industry

located adjacent to the machinery.

The a-c supply is supplied by the user and is taken from their a-c distribution circuits.

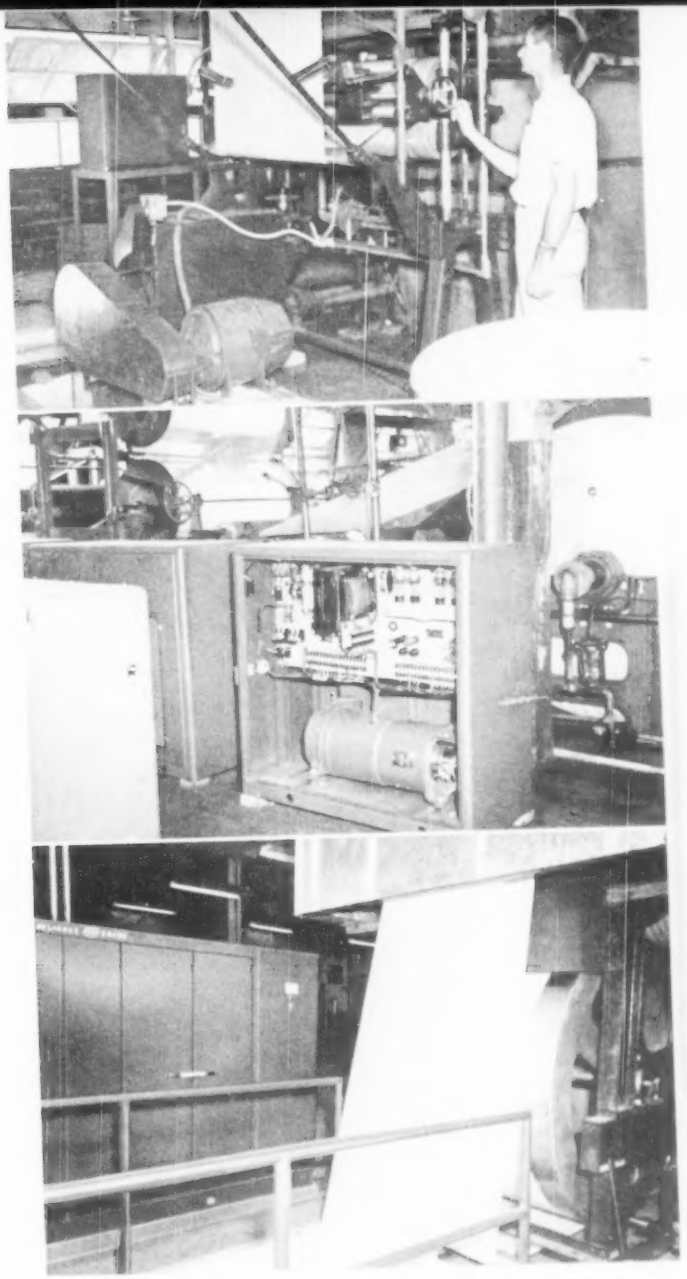
The a-c control, conversion unit, and d-c control are the three variable items that require special attention in location and installation due to the various shapes and sizes that are obtained depending upon the rating of the machinery equipment.

To take advantage of the many benefits of a variable voltage drive system and to reduce these three variables, 11 years ago Reliance developed the V-S packaged drive. This is a packaged spot conversion unit in which is mounted the conversion unit, a-c and d-c control, all factory assembled and inter-wired. These are now available in ratings from 1 to 200 horsepower.

Advantages

This is a packaged unit which can be placed on the spot most convenient to the machine it is to serve. A package that can be readily moved from job to job as changing requirements of production may dictate. Since it is necessary to distribute only a-c power, location or relocation of the machinery and equipment can

(Continued on page 54)



TOP—A 7½ h.p. Reliance V-S Sanforizing Drive is shown here at the New Braunfels Textile Mill, New Braunfels, Texas. The drive motor may be seen in the left foreground, while the compact conversion unit is mounted on a table in the background.

CENTER—The neat, compact, factory-wired conversion unit shown in this photograph is in operation at a prominent Louisiana cotton mill. The particular drive is a 7½ h.p. single motor slasher drive.

BOTTOM—The control cabinet for a 75 h.p. Reliance V-S cloth print machine is compact enough to be installed directly adjacent to the process machine, as is the case in this large bleachery in Georgia. The cabinet is totally enclosed and force-ventilated to minimize the danger of shutdowns due to dirt or dust in the control equipment.

A typical non-supervisory group meeting of Vepco employees being held in the Charlottesville office.

EMPLOYEE INFORMATION PROGRAM---WILL IT

◆ The program of keeping employees of a public utility well informed on the company's policies and affairs is being met squarely by the Virginia Electric and Power Company through an employee information program now in full swing.

W. E. Wood, executive vice-president of Vepco, has long been convinced that an adequate program to permit a free two-way flow of information between top management and employees would be of mutual benefit. To this end, an employee information program was developed for the following purposes:

—To acquaint employees with the principal facts concerning the company and its operation.

—To explain the type and nature of the organization which operates the company.

—To inform employees of the policies, affairs, and problems of the company in order that all may have a better understanding.

—To improve the mutual understanding and relationships among officers, executives, supervisors and other employees.

—To bring to the attention of the executives and officers the ideas and opinions of all employees concerning the affairs of the company through questions, suggestions and frank discussions.

The first phase of the program undertaken was the inception of regular monthly meetings of members of the company's staff, which consists of some 40 general officers, division officers, district managers, and the heads of major departments.

Nature of Staff Meetings

For material for these meetings, officers of the company make notes on a day-to-day basis of problems which come up for their consideration in the course of their duties. From these notes are culled items to be taken up at current events at the portion of the staff meetings devoted to that purpose.

In addition, they prepare outlines on some part of company operation such as rate making, public relations, or company organization. These outlines are read and discussed as the second portion of the meeting. The remaining time in the staff meeting is used for questions and answers, suggestions, and general discussion.

After these staff meetings had been held for two years, it was felt that the members were sufficiently well prepared to proceed with the second step of the information program, the relaying of information to all supervisory employees—around 450 in number.

These employees were divided into groups of not more than 20 employees and two-hour meetings were scheduled for them on a bi-monthly basis. These meetings were conducted by a member

An employee renders more courteous service and is happier when better informed about company affairs

by Bill Cogbill

HELP YOUR COMPANY?

of the staff, and the same information used at the staff meetings was made available with one addition—the training of all supervisors.

Another two years was consumed in readying this group for the final and most important step in the program—reaching the 2,800 non-supervisory employees.

Employee Meetings

Non-supervisory group meetings are also held bi-monthly and are of two hours duration. The meetings are scheduled during working hours and overtime is paid when necessary. Whenever possible, the meetings are held around the time that shifts change so that employees can attend just before or after going to work.

The groups are composed of men and women, white and colored employees with representatives from as many different departments as possible. This gives the employee an opportunity to realize the many different types of work necessary for the successful operation of a company as large as Vepco. Also, in the discussion sessions, the employees all seem anxious to show just how their work fits into the over-all picture.

William L. Wood, executive vice-president of the Virginia Electric and Power Co., and originator of the company's successful employee information program.

From the outset, it appeared that certain fundamentals would have to be followed if the program were to be successful. First, the program would have to be directed by some top executive in the company who acted on a policy-making level.

Second, it had to be carried on with complete frankness and sincerity.

Third, topical matter had to be held to the dissemination of information concerning the philosophy, policies, problems and affairs of the company.

Lastly, it had to be set up so that information and suggestions could be passed along freely throughout the entire organization.

Before the program was expanded to include the company's non-supervisory employees, Vepco's management discussed it with the representatives of the IBEW and the Utilities Workers Union, an independent labor organization. Officials made it clear that questions of wages, hours and other conditions of employment would not be discussed with the employees. These two unions represent nearly 3,700 of the 3,800 non-supervisory company employees. The unions have not voiced any opposition to the plan and it is receiving their active support.

The question that has evoked the most interest among employees is that of public versus private ownership of utilities. The employees were anxious to know what they as individuals could do to help stop the present trend, since they realized the magnitude it has reached. Now, they are talking over the question with their friends and neighbors and are enthusiastic supporters of the

(Continued on page 34)

MODERN METHODS

Improved devices, labor saving tools, short cuts, new ideas in electrical construction.

New Wiring Material

◆ A NEW WIRING material now available commercially may open up a wide range of possibilities in wiring practice as well as furnish adequate solutions for certain specific problems.

Displayed at a recent meeting of the Engineering and Operation Section of the Southeastern Electric Exchange, the new material is a self-contained wiring system including conductors, insulation, and a flexible seamless copper outer tube for protection. The material is designated as MI Safety Wiring and is manufactured by General Cable Corporation, of Perth Amboy, N. J.

The letters MI stand for mineral insulation and this is one of the distinctive features of the cable. The insulation is magnesium oxide which is dense, tightly compacted, and offers fire safety of a high degree and permits the cable to withstand high temperatures. Since the insulation is a stable mineral, it remains unchanged by temperature, loads, or time.

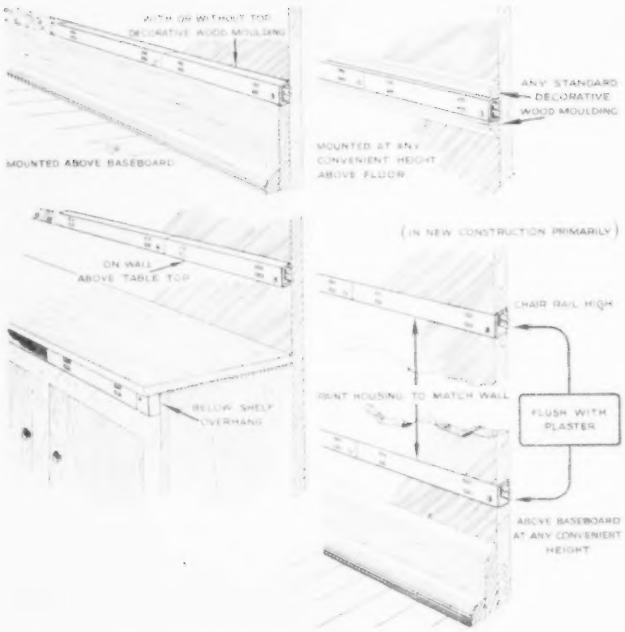
As we understand it, the cable is manufactured by assembling the conductors, insulation, and outer tubing in their proper relationship but in large dimensions. The entire unit is then rolled and drawn down to the sizes desired, the conductors, insulation, and outer tubing all being reduced in dimension but keeping their proper, desired relationship.

At the present time, the wiring material is available in sizes ranging from single conductor No. 16 up to 7-conductor No. 4 for voltages up to 600 volts. It is suitable for power, lighting, and control circuits. It is pliable and easily worked. Simple fittings are available for terminating and attaching to outlets and fixtures. Because it is moisture proof, it can be installed in shallow channels in plaster and masonry. Its ability to withstand high temperatures permits effective use in many high-temperature locations that have been real problems with other types of wiring materials. Also the higher temperature and better heat conducting characteristics will give the conductors a higher safe current-carrying capacity rating than many other conventional wiring materials.

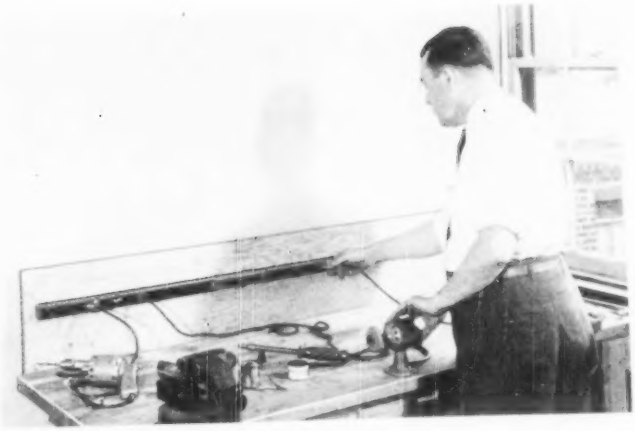
Although the MI Safety Wiring is available only in relatively smaller sizes, it has been manufactured in sizes up to 500,000 cir mil.—C. W. E.

Easy Way to More Outlets

◆ AN EFFICIENT and economical way to provide the multiplicity of outlets required for adequate wiring in homes, commercial structures, and industrial plants is available through use of a unique type of wiring system developed by Pierce Laboratory, Inc., Raritan, N. J. Pierceway Plastic Duct Wiring Systems consist of interlocking sections of ready-wired duct made of molded phenolic material. Copper conductors are built in as an integral part of every section of the plastic duct, and are air insulated.



Another new material to help electrical contractors sell more outlets is a plastic duct wiring system with conductors built in as an integral part. Sectional design permits rapid assembly, and the units can be mounted in a variety of ways as illustrated here.



Home work shops, industrial production lines, offices with numerous electrical accounting machines or other such devices offer ideal opportunities for creative selling on the part of the contractor.

Outlet sections are 16 inches long, with two outlets to the section, which makes it possible to have an outlet approximately every eight inches if desired.

Pierceway systems are easy to assemble and install. Each section has a male and a female end, the sections join together in one sequence only. The systems can be supplied from any conventional wiring system, through feed sections which are available in either back-connected or end-connected type. Pierceway is fastened to walls or other surfaces by screws, screw holes are countersunk. In new construction, the systems can be installed flush with plaster if desired.

The sectional design of these systems permits quick and easy rearrangement of the system if desired, or changes in circuit to meet changed requirements. Pierceway systems include all the elements for any type of installation—outlet sections, bus sections, feed sections, polarized sections, twistlock sections, corners (inside and outside), surface angles (right and left), and adjustable sections to accommodate length of run to available space.

Pierceway systems have ample capacity to supply, without voltage drop, as many appliances, power tools, lighting fixtures, etc. as may be plugged in at one time. Pierceway is manufactured in both 2-wire and 3-wire systems with a No. 8 solid conductor.

Housewiring Tester

◆ AN INSTRUMENT which will be a boon to electrical inspectors and which should, by simplifying the work of inspection, cut down the rate of fires and fatalities caused by wiring defects, has just gone into production in Montgomery, Ala. Known as the Ussery Housewiring Tester, it can be used to give a complete wiring check in a very few minutes. Especially is it valuable in detecting faults in old house wiring and in indicating changes necessary when an old house is undergoing wiring repairs.

The instrument is mounted in a compact case 20 by 24 by 9 inches and has below it a drawer for repair materials. The case also includes a large edition of the National Electrical Code. This compactness makes for ease in carrying it from place to place.

The inventor of the tester is Norman F. Ussery who, since boyhood, had been interested in things electrical and for several years had his own business as an electrical contractor. For the last year he has been inspector for the city of Montgomery, and with the help of suggestions from his co-workers, J. R. Watson and J. D. Carr, he has perfected his invention. Among the orders which have already been received by the new firm, known as the Ussery Precision Company, is one from New York City for 1,000 units.

Following is a partial list of the uses for this tester:

Instantly indicates bad splices.

Instantly indicates faulty connections.

Branch circuit current, measured instantly without disturbing the circuit other than removing the fuses and installing adaptors in place of the fuses.

This drawing shows the arrangement of meters, switches, terminals and other elements of the Ussery Housewiring Tester.

Checks the polarity of any convenience outlet or fixture instantly.

Insulation breakdown of any branch circuit.

Instantly indicates short circuits by ringing of bell.

Checks conductivity of all branch circuits.

Checks continuity of all circuits.

Measures the current on the range circuit.

Measures the main line current.

Checks for proper bonding.

Checks for proper grounding.

CODE DISCUSSION

Official Code Interpretations

Interpretation No. 358
Issued July 7, 1950

Section 2124-b — Receptacle Outlets Required in Dwellings.

Question: May openings, doorways and the like, in room partitions have consideration in determining the application of paragraph b of section 2124 of the National Electrical Code?

Finding: No, the word "gross" in the text of this paragraph implies no "discount" for door openings and the like, —see computations in Example 1.

Interpretation No. 359
Issued July 3, 1950

Section 3642—Busways, Use.

Question: Should the term "exposed work" in section 3642 be understood as not recognizing an installation of busways run in a concealed space between a drop ceiling finish and a floor slab of the building structure?

Answer: Yes.

Interpretation No. 360
Issued July 12, 1950

Section 4343-a — Several Motors on One Branch Circuit.

Question: Should paragraph a of section 4343 be interpreted to mean the sum of two and or also the sum of several motors, shall not exceed 6 amperes?

Finding: Yes. The provisions of paragraph a of section 4343 contemplate that no motors supplied be rated at more than one horse power nor have a full load current rating exceeding six amperes. When these limitations are observed, a single motor branch circuit may supply two or more than two motors if the branch circuit overcurrent protection is 20 amperes at 125 volts or 15 amperes at 600 volts or less and the conductors of the branch circuit have overcurrent protection satisfying the provisions of Article 240.

Interpretation No. 361
Issued August 22, 1950

Table 29, Chapter 10—Electric Range Circuit Overcurrent Protection.

Statement: According to Table 29, column A, of the 1947-49 edition of the National Electrical Code, No. 8 conductors are correctly employed to supply a single range.

Question: What is the appropriate current rating for a non-adjustable trip circuit-breaker installed as required overcurrent protection.

Answer: 40 amperes.

Interpretation No. 362
Issued September 8, 1950

Section 7003 — Emergency Lighting.

Statement: The Building Code of a City where a hospital project is in course of construction includes a specification, under the caption Illumination and Electrical Work, "all operating rooms and operating accessory rooms, where surgical operations or deliveries are performed, shall be provided with an automatic emergency lighting system fed by batteries or by a second source of electrical current and independent of the regular system." Other requirements of the Building Code applicable to the hospital project specify that means of egress to be provided shall have illuminated exit signs visible from the exit approach, indicating the means of egress, for all stairways and passageways of all buildings.

Question: Is it the intent that section 7003, of Article 700, shall be construed as requiring observance of other provisions of Article 700 despite the limitation to the application of the article stated in 7001 and indicated by the phrase, "only when" in view of the limited references to emergency lighting (for operating and delivery rooms) and to exit signs for means of egress referred to in the foregoing statement?

Answer: No.

Interpretation No. 363
Issued August 11, 1950

Section 3882 — Overcurrent Protection for Panel Boards.

Question 1: Does section 3882 require that the overcurrent protective devices on the supply side of a panelboard be installed in the cabinet containing the panelboard?

Answer: No.

Question 2: Does section 3882 permit the feeder overcurrent protective device to serve as the overcurrent protective device on the supply side of a panelboard provided it is of a rating that does not exceed that of the panelboard?

Answer: Yes.

Interpretation No. 364
Issued August 22, 1950

Section 2453 — Classifications Type "S" Plug Fuses.

Question: Was it the intent of the Electrical Committee, when recognizing the Type S plug fuse and fuseholder, as in the present texts of paragraphs a and b of section 2453, also to recognize as standard a subdivision of the 16-30 ampere classification so that, for example, fuses and fuseholders including adapters rated 21-30 amperes could not be used in the place of those rated 16-20 amperes?

Answer: No.

INDUSTRY NEWS

Utility Men Hear SPA Contract Details

◆ THE SOUTHWESTERN Power Administration contract was discussed at the western and eastern district meetings of the Electric Light and Power Division of the Oklahoma Utilities Association held respectively at Chickasha, Okla., October 17, and at Muskogee, October 19.

The contract in which the southwestern group of power companies participated was discussed by W. B. Gesell, vice-president in charge of operations, Oklahoma Gas and Electric Co., Oklahoma City.

With the exception of certain local features, the programs in both cities were identical.

Other speakers included: Francis R. Cella, director, Bureau of Business Research, University of Oklahoma, Norman, who outlined census trends in Oklahoma; Oscar Monrad, vice-president, First National Bank and Trust Co., Oklahoma City, who talked on "New Payrolls for Oklahoma"; Victor E. Hulett, assistant to vice-president, Public Service Company of Oklahoma, Chickasha, who talked about agricultural development in Oklahoma; and H. H. Ferrin, vice-president and treasurer, Oklahoma Gas and Electric Co., who is chairman of the Electric Light and Power Division of the Association.

The following officers were elected for the Western District: chairman, F. A. Wahlgren, Oklahoma Gas and Electric Co., Ardmore; and secretary, A. P. Burns, area manager, Public Service Company of Oklahoma, Lawton.

Officers elected for the Eastern District are: chairman, Nolan Basore, Public Service Company of Oklahoma, Pryor; and secretary, R. C. Kunsler, Oklahoma Gas and Electric Co., Shawnee.

Braid Electric Opens New Building

◆ THE NEW building of Braid Electric Company, located at 11th and Demonbreun Viaduct, Nashville, was officially opened on September 7-9 when the company held open house for friends.

The new building houses the company's general offices, electrical supply, lighting, and radio-television parts departments.

The new building consists of 42,000 square feet of floor space and is five stories high. Features include a complete lighting display accessible from one of the main thoroughfares, private parking lot, modern cafeteria, dining room, and lounge, and shipping and receiving departments conveniently located on a railroad siding.

The old location, at 109 11th Avenue South, will be remodeled and redecorated, and the electrical appliance, appliance parts, radio, and television departments will have their showrooms and warehouse there.

Braid Electric Company are distributors for many top lines in the electrical supply, appliance, and radio industry, covering Middle Tennessee, Southern Kentucky, and Northern Alabama.

New home of Braid Electric Co., Nashville, electrical distributors.

Wholesale Group Meets in Atlanta

◆ THE THIRD meeting of the Southeastern Electrical Wholesalers Association was held recently at the Atlanta Biltmore Hotel with N. J. MacDonald, vice-president of the Thomas and Betts Co., as the principal speaker.

The association, organized in January of this year, has grown to 51 regular members and 21 associate members, the latter being branch houses of regular members.

The next regular meeting of the association is scheduled for January 18 and 19, 1951, at the Atlanta Biltmore Hotel. Part of the sessions at this meeting will be open to electrical manufacturers and their representatives.

R. S. (Dick) McDonald, of McDonald Electric Company, Inc., Miami, is president; J. J. Perry, of The Electric Supply Company, Atlanta, is vice-president; Fred H. Dendy, of Electrical Wholesalers, Inc., Atlanta, is treasurer; M. L. (Tiny) Tice is secretary and managing director. SEWA headquarters are in the Rhodes Building, Atlanta, Ga.

The purpose of SEWA is to promote the welfare of the general public and of its members through educational programs designed to assist in standardizing high-grade and quality electrical merchandise so as to reduce fire hazards and the dangers to human life incidental to the use of electrical equipment, the improving of the services rendered by the various branches of the electrical indus-

try; the distribution among them of the fullest information obtainable in regard to all matters affecting the electrical apparatus, supply, and appliance wholesale business; assisting in bringing about more friendly relations between the electrical apparatus, supply, appliance wholesalers, and others engaged in the electrical business; the promotion of ethical business procedures; the general improving of the methods of operation of the electrical wholesale business; and to do whatever is necessary or reasonably appropriate to the exercise of such business.

G. E. Plans New Apparatus Service Shop

♦ PLANS FOR construction of a large building to house a new General Electric Apparatus service shop at the intersection of Thrift and Tugasee Roads, Charlotte, N. C., have been announced by R. B. Horning, manager of General Electric's Apparatus Sales in Charlotte.

The shop was designed by J. E. Sirrine Company of Greenville, S. C., and the contract for construction has been awarded to the J. A. Jones Construction Company of Charlotte. Ground has already been broken, and the building will be completed by February.

Jack R. Adamson of Atlanta, Ga., has been named superintendent of the shop, and already is in Charlotte to take up his duties. Until the new building is ready, Mr. Adamson will have his office in the Commercial National Bank Building on Tryon Street in downtown Charlotte.

The building will be a one-story structure of modern design and will cover 16,000 square feet. It will be of brick, steel, and concrete.

Mr. Horning said the shop, which will serve the entire Carolina area, will work closely with the company's research, engineering, and design operations to provide complete modern repair service for the Carolinas.

The increasing usage of electric power in the Carolinas and the obligation felt by General Electric of sharing the responsibility for maintenance of General Electric equipment with its customers were described by Mr. Horning as reasons for the new shop.

Harris Heads NECA Chapter

♦ NEW PRESIDENT of the Northeast Texas Chapter of the National Electrical Contractors Association is George L. Harris, Southwest Electric Company, Dallas.

Mr. Harris succeeds Henry Gable, Gable Electric Service.

George L. Harris

New officers also include vice-president, Edwin Roos, Roos Electric Company, and treasurer, Leslie E. Chick, City Electric Company. Directors are Mr. Gable, William F. Abright, L. G. White, Jr., and Harold Harman.

Mr. Harris has been a Dallas electrical contractor for about 15 years. He was associated with the W. M. Smith Electric Company as an estimator, then joined the electrical contracting firm operated by W. W. Knotts and C. V. Faulk. Mr. Faulk later left the partnership to become a NECA contractor in Corpus Christi.

In 1940, Mr. Harris bought the interest of Mr. Knotts, continuing the firm under its present name, Southwest Electric Company.

Houston Open House Held by Graybar

♦ APPROXIMATELY 600 local customers were guests of the Graybar Electric Company when it opened its modern new office, warehouse, and display room at 1702 Cullen Blvd., Houston, Texas, recently. Acting as combined hostess and guest of honor for the three-day open house celebration was Mrs. Barbara Gray King, great-granddaughter of one of the company's co-founders, Elisha Gray.

Opening of the new building marked 42 years of progress and expansion in the Houston area. Houston is the newest Graybar District, having been set up last January as a district headquarters with responsibility for the Beaumont and Corpus Christi, Texas, branches, as well as the New Orleans, La., and Jackson, Miss., branches.

In addition, the company has opened three new branches during the past two years at El Paso, Texas, Bristol, Tenn., and Shreveport, La., raising to 103 the number of its locations.

The new Houston building embodies features which serve to demonstrate many of the lines Graybar distributes. Offices are ultra-modern with air conditioning. Illumination is furnished by Daybrite recessed lighting fixtures with special Holophane lens. Every square inch of the 20,000 square feet of office area emphasizes ease of operation and modern office layout.

The warehouse, with 35,000 square feet of storage area, is so arranged that a tow-truck may operate in any aisle. There are separate docks for loading and shipping. Three trucks may be handled at the shipping docks at one time.

DATES AHEAD

National Electrical Manufacturers Association, Annual Meeting, Chalfonte-Haddon Hall, Atlantic City, N. J., November 13-16, 1950.

Refrigeration and Air Conditioning Contractors Association, Fifth Annual Convention, Hotel Lafayette, Long Beach, Calif., November 15-16, 1950.

***Refrigeration Service Engineers Society, 13th Annual Convention, Long Beach, Calif., November 16-19, 1950.**

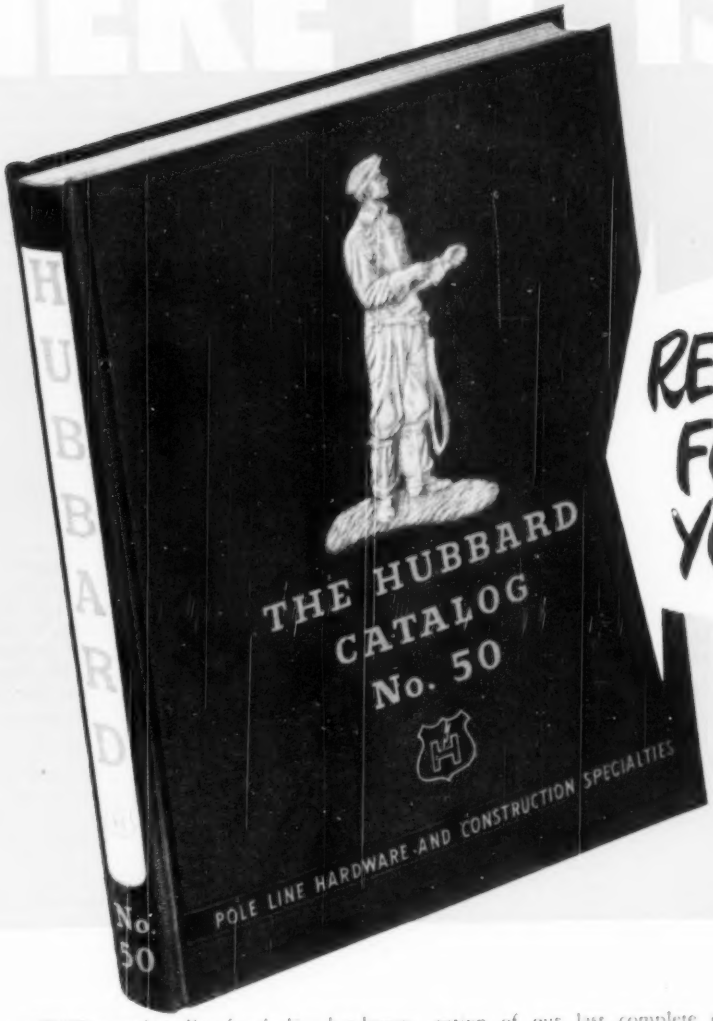
***Refrigeration Equipment Manufacturers Association, Exhibit and Conference, Municipal Auditorium, Long Beach, Calif., November 17-19, 1950.**

***American Standards Association, Annual Meeting, Waldorf-Astoria Hotel, New York, N. Y., November 27-29, 1950.**

***National Appliance and Radio Dealers Association, Annual Meeting, Stevens Hotel, Chicago, Ill., January 14-17, 1951.**

*Asterisk indicates meetings announced for the first time in this column.

HERE IT IS!



READY FOR YOU

THE encyclopedia of pole line hardware . . . the complete, up-to-date listings, illustrations, and descriptions of the largest line of Pole Line Hardware and Accessories in the world are contained in the new HUBBARD CATALOG NO. 50.

The catalog assembles all the hundreds of new items introduced since the publication of our last complete catalog, together with all the long-time standard numbers.

If you are on our mailing list you should have already received your copy. If you have not received it, or if you haven't been on our mailing list and should be . . . just write and it will come by return mail.

HUBBARD AND COMPANY

ESTABLISHED 1884

PITTSBURGH • CHICAGO • OAKLAND, CALIFORNIA

"Hang the Load on Hubbard Hardware!"

Shown here is a lighting fixture and electrical housewares display room in the 10,000-square-foot building that houses the Orlando branch of Raybro Electric Supplies, Inc.

Raybro Orlando Branch Offers Varied Services

◆ THE ORLANDO BRANCH of Raybro Electric Supplies, Inc., which recently celebrated open house with approximately 550 visitors, is the newest member of the Raybro family, which has headquarters in Tampa and branches in Jacksonville, Miami, and St. Petersburg.

The new branch carries a complete stock of electrical materials, utility equipment, lighting fixtures and supplies, major appliances, and electrical housewares, to serve the Central Florida trading area. Manager W. W. (Bill) Faulkner is assisted in this operation by a well-qualified and well-trained staff.

The new building is modern in every detail. It contains 10,000 square feet of floor space with a height of 15 feet from floor to ceiling, and is of masonry construction with a poured gypsum roof which helps keep out heat. Lighting and appliance display rooms are included in the building for the convenience of customers.

The Raybro Company is 23 years old, and is composed principally of highly trained specialized personnel in the electrical supply business and covers the entire state of Florida and Southern Georgia. More than 200 employees are now with the firm.

Troy A. Brown is president of Raybro, Inc., and secretary-treasurer is Milton O. Hollis. J. A. Mook, Jr., is manager of advertising and sales promotion for the company. J. H. (Jimmy) Wade is in charge of all merchandise sales; Frank Moos leads lighting and lamp sales; W. R. (Cy) Young is manager of supply sales and Raymond Lowery manager of industrial sales.

Mayor William Beardall, left, is shown officially welcoming the Raybro Electric Supplies, Inc., organization to Orlando. Left to right are Mayor Beardall; Bill Faulkner, manager of the Orlando Raybro branch; Troy A. Brown, president of Raybro, Inc.; and Milton O. Hollis, secretary-treasurer of the electric supply firm.

Wiremold President Honored On Anniversary

◆ A BUFFET LUNCHEON held recently at the Wiremold Company plant in West Hartford, Conn., honored D. Hayes Murphy, president and founder of the company. Over 300 employees attended the luncheon, which marked the 50th anniversary of Mr. Murphy's entry into the manufacturing field.

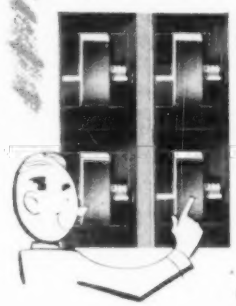
Louis S. Zahronsky, treasurer of the company, representing all employees in the factory, office, and field, presented Mr. Murphy with a television set as a token of their high regard and deep affection for their president and their warm appreciation of the wise, just, and kind leadership which he has displayed throughout the years.

At the head table with Mr. and Mrs. Murphy were Walter J. Kenefick, International Representative of the International Brotherhood of Electrical Workers (AF of L); Gebhart Schach, chairman of the Wiremold Foremen's Club; Edmond G. Goulet, vice-president of Local 1040, IBEW; Morris Johnson, business manager of Local 1040; William D. Ball, company secretary; Charles E. Rutherford, manager of the Textiles Division; Louis S. Zahronsky, company treasurer; and James M. Foley. The last four are pioneer employees who came to Hartford with Mr. Murphy when he moved the company there from Pittsburgh in 1919.

Simplest switching

with *Pushmatic** ELECTRI-CENTERS

New convenience for customers
. . . new business for you!



Push — it's ON!

Push — it's OFF!

Push — it's ON again!

*Push-button switch with automatic protection for electric circuits

NOTHING could be simpler! A simple push of the finger switches the current either ON or OFF.

If Pushmatic is automatically tripped by short or overload, just push and service is restored. No bothersome resetting by hand . . . no fuses to buy.

And simple push-button switching is just one of the many exclusives that make Pushmatic Electri-Centers first for circuit control and protection. Pushmatics offer flexibility never before obtainable in any panelboard!

All units interchangeable!

All Pushmatics are identical in size and contour, regardless of rating or type. That means each unit can be quickly inserted, removed or interchanged without disturbing other units. Handle ties quickly convert two horizontally adjacent single-pole Pushmatics into two-pole branches.

Surest protection is another Pushmatic feature. Approved by Underwriters' Laboratories, quick-break Pushmatics operate with split-second precision when short or overload occurs. Automatic tripping is entirely independent of manual operation.

There's a Pushmatic to meet every load condition: THERMAL-MAGNETIC, or THERMAL-MAGNETIC with *exclusive* AMBIENT COMPENSATING FEATURES. They're rated at 15, 20, 30, 40 and 50 amperes, 1 pole, 120 V., or 2 poles, 120-240 V., AC.

For simplest switching, most flexibility, surest protection and fastest delivery, change to Pushmatic Electri-Centers for every panelboard job!

BULLDOG ELECTRIC PRODUCTS COMPANY

DETROIT 32, MICHIGAN • FIELD OFFICES IN ALL PRINCIPAL CITIES
IN CANADA: BULLDOG ELECTRIC PRODUCTS OF CANADA, LTD., TORONTO

BULLDOG

PIONEERS IN FLEXIBLE ELECTRICAL DISTRIBUTION SYSTEMS

New plan for fastest delivery!

1 Here's insurance for rush jobs! You're prepared for any order with a small supply of basic Electri-Centers and fronts plus . . .

2 several cartons of flexible, interchangeable Pushmatics, supplied by your local distributor. Here's how this small investment pays off:

3 When you have a hurry-up job, simply pick out the basic Electri-Center needed, hook Pushmatics on the mounting rib and connect them to bus bars with a screw driver.

4 No time wasted tracking down supplies. When time counts, you're prepared for any panelboard job with this small supply of flexible Pushmatic Electri-Centers!

Ketch Addresses Georgia Section, IES

◆ AN ADDRESS, "Basic Factors in Illumination Design," made by James M. Ketch, Nela Engineering Division, General Electric Company, featured the October meeting of the Georgia Section, Illuminating Engineering Society, held in Atlanta.

Mr. Ketch stated that for some time he has been gathering data on fundamental factors which should be recognized and applied to illumination design. These factors, as listed by Mr. Ketch, formed the basis for his address, and should be understood by all lighting designers if they are to do the best job for their clients, he claimed.

The following points were illustrated and discussed during Mr. Ketch's address:

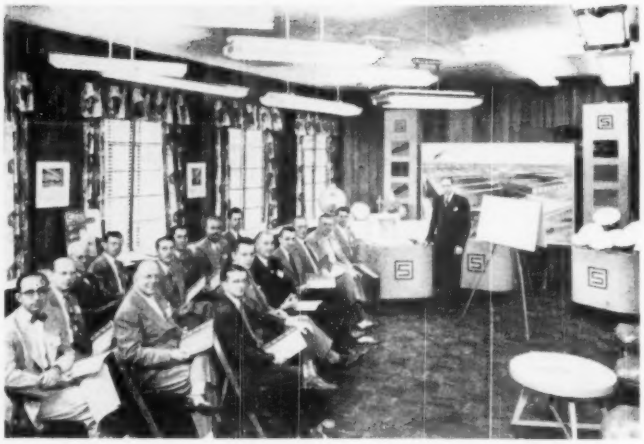
1. The problem of after-image, glare, and safety; 2. Brightness differences: attention or distraction; 3. Lighting patterns to correct badly proportioned rooms; 4. Wall patterns on which to focus for relaxation; 5. Correction of the appearance of rooms with very high or low ceilings; 6. Use of color for display, and on room walls; 7. Shadows to correct flat lighting and add a third dimension; and 8. How many foot-candles eventually, and why.

Mr. Ketch has been in the illuminating engineering field for over 30 years, and has authored many papers, including the Nela Park publication, "The Three A's of Store Lighting." He has been a member for several years of the IES committee on store lighting and lighting study projects in public buildings and private institutions. Mr. Ketch was recently made a Fellow in the IES.

Georgia Section, AIEE, Hears Kirch Address

◆ THE FIRST MEETING of the 1950-51 season for the Georgia Section, American Institute of Electrical Engineers, held at the Gearhart Company, Brookhaven, Ga., in October, was highlighted by an address by Pete Kirch, chief test engineer, Pennsylvania Transformer Company, Cannonsburg, Pa.

Mr. Kirch's subject, "How to Transformer So You Can Regulator," was of interest to all present at the meeting. His address was followed by an added attraction, The Southern Company's color film, "Power in the South," which records progress and growth in the Southland.



SPERO SALES FORUM — At a recent sales forum held by the Spero Electric Corp., Cleveland, representatives participated in two days of panel discussions on the best selling approach for Spero's six lines of products as well as sessions on design improvement and new products. Irvin H. Spero, sales manager, is shown addressing the group, which included, first row, left to right, Robert K. Richards, Scranton Pa.; Fred Laver, Utica, N. Y.; F. Walter Laver, Utica, N. Y.; R. N. Scheidecker, Cleveland home office; R. Marion Pickard, Charlotte, N. C.; Donald W. McIntosh, Chicago, Ill.; and A. P. Rosenstock, Kansas City, Mo. Second row, left to right, are Thomas W. Bullock, Louisville, Ky.; Selig A. Spero, Cleveland home office; William A. Compton, Detroit, Mich.; Harry Robbins, Louisville, Ky.; and John Irvin, Nashville, Tenn. Third row, left to right, Irving Lackritz, Columbus, Ohio; Harold E. Hudson, Boston, Mass.; Harry J. Brooks, Philadelphia, Pa.; and Ted Jones, Louisville, Ky.

•

THE Ventilating Division of the Holcomb & Hoke Mfg. Co., Inc., has announced the appointment of the J. V. Folsom Company, Dallas, Texas, as southwestern sales representative. Mr. Folsom has represented manufacturers for over 25 years in this territory and has three men assisting him: Bob Folsom, Ralph Duvall, and Ben Goodwyn.

Central Florida Branch Opened by G. E. Supply

◆ A NEW WHOLESALE outlet for the Central Florida area has been opened by the General Electric Supply Corporation at 523 North Garland in Orlando.

R. J. "Bob" Brindell, manager of the new warehouse, has announced that the new warehouse permits large, complete stocks of electrical apparatus, supplies, and merchandise. The city sales counter is conveniently located near fast-moving and most-used electrical items, eliminating long waits.

For easy handling of heavy items to trucks, a well-placed loading ramp has been provided.

BullDog Increases Manufacturing Area

◆ TO HELP SATISFY the demand for Pushmatic Circuit Breakers and Electri-Centers, the BullDog Electric Products Company, Detroit, Mich., has added to its production facilities by obtaining additional manufacturing area in Bellefontaine, Ohio. Fast and efficient shipping schedules are made possible by the choice of this site, according to the company, since Bellefontaine is an important rail junction.

The newly acquired plant of 26,000 square feet will operate under the name "Bellefontaine Electric Products Company."

GOOD CONNECTIONS ARE IMPORTANT...

especially in BUSDUCT Distribution Systems

PLUGIN FA BUSDUCT

Is available in standard 10 foot sections . . . also special lengths . . . 250 to 1000 Amps., 600 volts or less; 2, 3 and 4 conductors, with 30, 60, 100 and 200 Amp. FA Plugin devices.

Good, dependable connections are a big feature of PLUGIN FA BUSDUCT. This results from the fact that all joint connection contact surfaces are ground smooth, and then heavily electro silver-plated *by immersion.*

Heavy brass jam bolts—two for 2" wide copper and less . . . four for widths up to and including 4"—with heavy phosphor bronze compression washers, are used to fasten bus bars. Bolt holes are elongated to allow for expansion and contraction.

These two FA features of joint connections reduce to a minimum voltage drop and heating, which impair efficiency.

If you are interested in more efficient, economical and flexible power distribution, or if you want to expand your present production facilities, let your nearest FA Representative (he's listed in Sweet's) tell you how to do it quickly and easily with PLUGIN FA BUSDUCT or ask for Bulletin 701.

Frank Adam Electric Co.

ST. LOUIS 13, MISSOURI

Makers of BUSDUCT • PANELBOARDS • SWITCHBOARDS • SERVICE EQUIPMENT • SAFETY SWITCHES • LOAD CENTERS • QUIKHETER

NAMES IN THE NEWS

Charles T. Shropshire has been appointed vice-president of the **General Electric Supply Corporation** by the board of directors, it has been announced by **Charles R. Pritchard**, president.

At the same time, **Ralph J. Brown**, vice-president, was named manager of marketing for the corporation.

Mr. Shropshire, who assumed his new responsibilities as administrative assistant to the president November 1, has been manager of the corporation's Philadelphia district since 1944. He joined the company in 1937 as appliance sales manager at Washington, D. C.

A native of Washington, he was for 17 years with the National Electrical Supply Co., former distributor of General Electric merchandise in the capital.

Mr. Brown, who was appointed vice-president of the General Electric Supply Corporation in 1940, started with Pettengill-Andrews Co., Boston distributor for the General Electric Company, in 1915. When the Supply Corporation was organized in 1929 and acquired Pettengill-Andrews, Mr. Brown moved to Bridgeport as manager of radio sales. He subsequently became manager of appliance sales and then manager of Hotpoint specialty appliance sales.

•

Announcement has been made by **P. S. Jones**, vice-president in charge of sales, **Cutler-Hammer, Inc.**, Milwaukee, Wisc., of the appointment of **R. A. Haworth** as manager of their Dallas district sales office.

Mr. Haworth joined Cutler-Hammer in 1934 upon his graduation from the University of Wisconsin with the degree of Electrical Engineer. After serving in their headquarters sales department, he was transferred to the New York district sales office and later to the Philadelphia district sales office. Upon the opening of their Baltimore sales office in 1936, Mr. Haworth was appointed manager and held that position until his Dallas appointment.

As manager of their Dallas district sales office, Mr. Haworth will also supervise their Tulsa, Houston, and Midland sales offices in the sale of Cutler-Hammer Motor Control and allied electrical apparatus.

•

Carl S. Menger has been appointed vice-president in charge of sales and **Thomas M. Quinn** vice-president in charge of purchasing for **Triangle Conduit and Cable Company**, **J. E. McAuliffe**, president, has announced.

Mr. Menger has been associated with Triangle for five years, and Mr. Quinn for 13.

Kenneth A. Sawin has been appointed to the position of general sales manager for the **Wheeler Reflector Company** of Boston, Mass.

Mr. Sawin previously served as manager of engineering for the company, in charge of all design, development, and engineering of their industrial and commercial lighting products. These

Kenneth A. Sawin

duties brought him in frequent contact with field representatives, customers and distributors in an advisory sales engineering capacity.

For many years Mr. Sawin has been actively identified with the lighting industry. He is a member of the Illuminating Engineering Society, presently serving on the board of managers for the New England Section. He is a member of the Electric Institute of Boston and chairman of their committee on Industrial Lighting. Mr. Sawin has served as secretary of the RLM Standards Institute and is a member of the Technical Committees of both RLM and the Industrial and Commercial Lighting Sections of NEMA.

Lynn W. Ferguson, former sales manager for Wheeler Reflector Company, has resigned and is establishing residence in Richmond, Va., where he will continue to be associated with the company as a district representative.

•

Harry M. Oldham, of Rome, Ga., has been elected a vice-president of the **Georgia Power Co.**, it was announced recently following a meeting of the board of directors.

Mr. Oldham, who is the new Rome division manager for the company, succeeds **J. J. McDonough**, who is leaving the north Georgia city to become Atlanta Division manager. Mr. Oldham has served as Rome division superintendent since 1943, and has been with the power company since 1926. He assumed his new position October 1.

In Atlanta, Mr. McDonough will occupy the position of vice-president and division manager, recently held by **Jackson P. Dick**, who resigned. The latter is the new board chairman of the Atlanta Transit Company.

New vice-president in charge of sales for the **Louisville Gas and Electric Company** is **J. Russell Ramage**, general sales manager of the company. Mr. Ramage succeeds **Walter D. Myers**, who is retiring.

Mr. Ramage has seen more than 39 years of service with Louisville Gas and Electric and its predecessors. His first position with the company was that of salesman, and he has held various positions in both gas and electric sales.

Mr. Myers, Mr. Ramage's predecessor, joined Kentucky Electric Company, a predecessor company, in 1908. He became commercial manager in 1929, and manager of electric sales in 1939. Mr. Myers has been vice-president in charge of sales and a director since 1947, when Mr. Ramage succeeded him as electric sales manager. Mr. Myers will continue as a director.

•

Ward Leonard Electric Co., Mount Vernon, N. Y., has announced the appointment of **James E. Reagan** as assistant manager in charge of sales promotion and advertising.

Mr. Reagan, who joined the company in 1937 as sales engineer, formerly handled the company's sales promotion

James E. Reagan

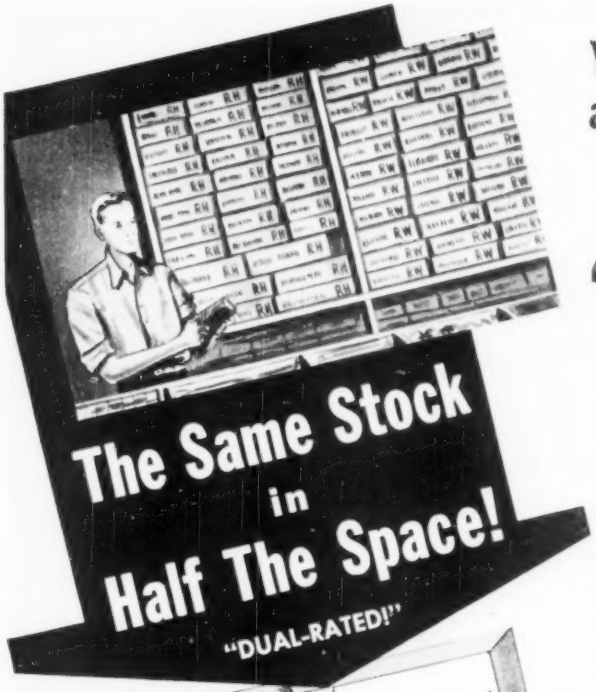
activities. He has been editor of the company's house organ since 1945.

Mr. Reagan was technical director of C. E. Mountford, Inc., radio parts manufacturer, from 1927 to 1929, and subsequently joined Electrad, Inc., radio components manufacturer, where he served until 1936 as assistant chief engineer. Before joining the company, Mr. Reagan was associated with P. R. Mallory and Co., Inc.

•

Appointment of **M. C. Larson** as manager of their Baltimore sales office has been announced by **Cutler-Hammer, Inc.**, pioneer electrical manufacturers, replacing **R. A. Haworth** who has been appointed Dallas district sales manager for Cutler-Hammer.

Mr. Larson is a graduate of the University of Minnesota, receiving the degree of Electrical Engineer from that



You Can SAVE Space and Reduce Inventories

with

TRIANGLE'S "DUAL-RATED" WIRE

Can Be Used as Either Type RH or RW
You no longer need two types!

Here's something new—something really new! It's Triangle's "Dual-Rated"—suitable for use in dry locations at 75° C or in wet locations at 60° C. Underwriter's Approved.

Think of the money you save in reduced inventories!

Think of the space you save!

Think of the confusion and the headaches you avoid!

Size #14, Size #12 — right up to 1,000,000 CM — you only need one type.

"DUAL-RATED!"

No need to order two of each size.

UNDERWRITER'S APPROVED!

Underwriter's Laboratories Inc. has approved the use of Triangle's "Dual-Rated" in either RH or RW applications.

Why Buy Two—
When ONE Will Do?

Where it's HOT —

Where it's WET —

You no longer need two types —

It's the insulation that Counts!

This remarkable new Triangle insulation is expertly compounded to stand up under the extremes of heat or moisture (RH at 75° C. dry locations; RW at 60° C. wet locations). It incorporates the qualities of the old Type RH and Type RW insulations.

Use "Dual-Rated"! It's a remarkable wire. Available in sizes #14–1,000,000 CM. In sizes #14 through #6, the cover is Triangle's revolutionary Glazon—the toughest, easiest-to-work cover on the market.

In the long run — you'll save — and get it faster — from a Triangle Distributor.

TRIANGLE CONDUIT & CABLE CO., INC.

1906 JERSEY AVENUE • NEW BRUNSWICK, NEW JERSEY

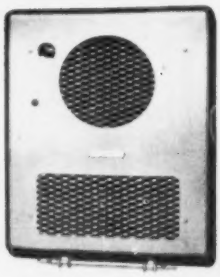
IT *MUST* BE RIGHT!

"GLAZON" BUILDING WIRE • BARE WIRE • ARMORED CABLE • "GLAZON" NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE, SERVICE DROP, VARNISHED CAMBRIC BRAIDED OR LEADED, TRIOPRENE TRENCH, POWER AND PARKWAY CABLES • RIGID CONDUIT HOT-DIPPED GALVANIZED • ELECTRIC METALLIC THIN WALL CONDUIT • FLEXIBLE STEEL CONDUIT

Only an ELECTROMODE

AUTOMATIC, ELECTRIC DOWN-FLO WALL HEATER

Has All These Features!



1. Patented Cast Aluminum *Lifetime* Heating Element. Nickel-hot wires. Wire chromized.
2. World's Safest Construction! Walls at low operating temperature, you can touch the element without danger of shock or burn!
3. 100% Automatic Safety Switch! Cuts off current if air flow is stopped. No danger of fire!
4. 692 to 1190 Square Inches of Heating Surface (depending on size of unit).
5. Down-Flo Heat Distribution. Air is drawn in at top of heater, warmed, then fan-circulated at *floor level* for greatest comfort. Electromode heat won't smudge walls or rugs, won't scorch, won't cause falls to furniture or furnishings.
6. 125 to 180 Cubic Feet of Fan-Circulated Heat Per Minute, depending upon size.
7. New Hydraulic Pressure Type Thermostat! Maintains any desired room temperature from 55° to 85°.
8. Thermostat Built Into Heater. So located that it is unaffected by heater temperatures. Operates instantly and accurately.
9. Noiseless. Shaded Pole, Non-Radio-Interfering, Factory Sealed Motor. Never needs oiling. Guaranteed for long, continuous service.
10. Sturdy. Heavy Gauge, Furniture Steel Front Plates. Finished in beautiful silver gray.
11. Approved by Underwriters' Laboratories and Canadian Standards Association.

Electromode Automatic Down-Flo Wall Heaters are available at 120 or 240 volts and in 1500, 2000, 3000 and 4000 watt capacities. Non-automatic models also available. Front plate 17" wide, 21" high. Extends 1" from the wall. Wall box is 4½" deep and fits between stud and studding.

AUTOMATIC WALL-TYPE BATHROOM HEATER

These heaters are perfect for bathroom, bedroom, kitchen, den, dinette—or any small room. They have all the Electromode safety features listed above. Available in white or chrome finish. Deliver 1320 watts at 110 volts. 4508 B.T.U. Non-automatic models also available.

Electromode makes a full line of all-electric distributing heaters for industry, business and farm. Electromode heaters are nationally advertised and available through leading electric wholesalers.

ELECTROMODE *All-Electric* **HEATERS**

FREE CATALOGS!

ELECTROMODE CORPORATION DEPT. ES-110
45 Crouch St., Rochester 3, N. Y.

Please send domestic and industrial heater catalogs together with full technical information.

NAME
TITLE
ADDRESS
YOUR WHOLESALER

school in 1929. Upon graduation, Mr. Larson joined Cutler-Hammer, taking the company's student engineering course at their main plant in Milwaukee. After serving in the company's headquarter sales department, he was transferred to their Cleveland district sales office and for the past two and one half years has been in their Philadelphia district sales office.

The Baltimore office will continue as part of their Philadelphia district sales office under **J. P. Simon**, manager.

•

The commercial department of the Miami area of **Florida Power and Light Company** was reorganized recently, and **R. B. Roberts, Jr.**, vice-president, acquired direction of all activities of this group.

The Miami area includes Miami, Miami Beach, Coral Gables, Hialeah, and Florida City.

Concurrent with Mr. Roberts' appointment, other organization changes were made.

N. H. Bollinger was made responsible for all residential and commercial activities in the area. Residential includes all jobber and dealer activities and the home service department. **R. J. Bradley** will head this group. The commercial includes all small commercial accounts in the area, and **O. O. Cook** will head this group.

It is planned to expand the jobber and dealer activities considerably. This expansion will permit closer contact with customers purchasing new equipment. Group neighborhood demonstrations will be increased as will be demonstrations in dealers' stores.

•

Bruce A. Fleming, vice-president in charge of sales of **Edwin L. Wiegand Company**, Pittsburgh, has announced the appointment of **C. F. Kreiser** as general sales manager.

Mr. Kreiser, formerly assistant sales

C. F. Kreiser

manager, is a graduate of Duke University. He joined the Wiegand company in 1946 as a sales engineer following wartime service as a naval radar officer.

—you'll find what you need in the Complete line

These pictures will give you an idea of the wide variety offered in the Penn-Union Catalog:

Grounding connectors, clamps, and studs for all combinations of pipe, rod, flat bar, braid, tubing.

Every one a thoroughly tested, dependable unit of protection for personnel and equipment — of ample capacity, high mechanical strength, and resistant to corrosion.

Penn-Union also makes the *complete* line of Service Connectors, Power Connectors, Tees and Cable Taps, Straight and Parallel Connectors and Reducers, Terminal Lugs, etc.

Penn-Union fittings are the first choice of leading utilities, industrial corporations, electrical manufacturers and contractors — *because of their known dependability.*

SOLD BY LEADING WHOLESALERS. WAREHOUSE STOCKS CARRIED BY:

BEN K. PATTON
Gulf Sales Agency
504 Delta Bldg.
New Orleans, La.

L. MORRIS LANDERS
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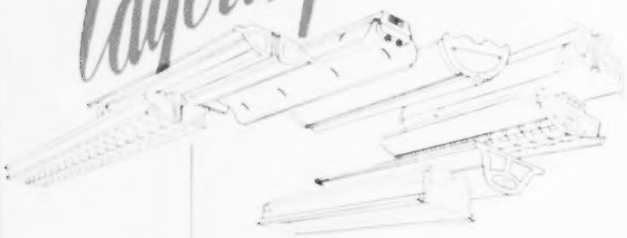

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Our line is so complete that there is nothing you can't lay out with it. Send for our NEW CONDENSED CATALOG 47-D. It lists commercial, institutional, and industrial luminaires—every one engineered for better lighting at lower cost.

CATALOG 47

Guth LIGHTING

THE EDWIN F. GUTH COMPANY / ST. LOUIS 3, MISSOURI

Leaders in Lighting Since 1902

James M. Crawford has been named manager of the **General Electric** apparatus department's transformer and allied product divisions. **J. W. Belanger**, assistant general manager of the department, has announced.

Mr. Crawford, who has been manager of the department's large motor

James M. Crawford

and generator divisions, succeeds **Robert Paxton**, recently appointed manager of manufacturing policy for the company. Mr. Crawford will be located at the T.A.P. divisions headquarters at Pittsfield, Mass.

Mr. Crawford joined General Electric in 1922 at Schenectady, N. Y., as a Test engineer. He was assigned to turbine test the following year and subsequently held various test-supervisory positions. He received the Charles A. Coffin Award in 1929 for his outstanding accomplishments in providing highly specialized facilities required for the evacuation, charging, and testing of refrigerator units.

In 1930, he was appointed assistant superintendent of the motor and generator manufacturing division, and in 1942, was named assistant superintendent of the G-E turbine manufacturing plant at Syracuse, N. Y. He returned to Schenectady in 1944 as assistant superintendent of the Schenectady Works turbine division and in January, 1946, he became assistant to the Works manager.

When the various product divisions of the apparatus department were established in October, 1947, Mr. Crawford was appointed manager of the large motor and generator divisions.

•

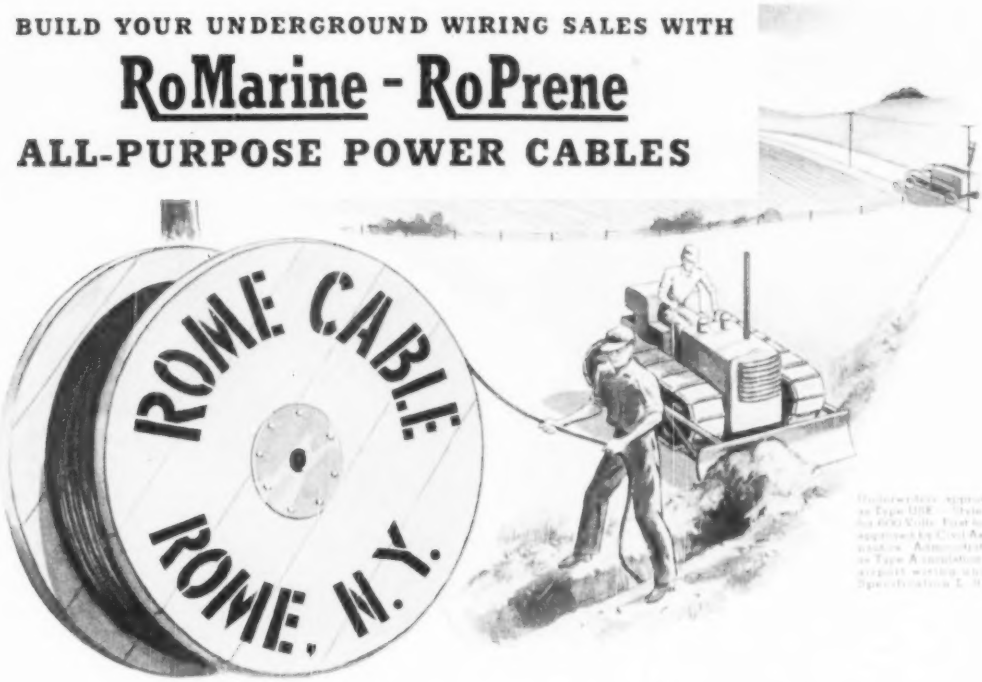
J. L. Kilpatrick, in charge of sales for the Eastern division of **Leader Electric Company**, has been named vice-president in charge of development and sales promotion for Leader.

Mr. Kilpatrick has had a long association with the lighting industry. With the rank of colonel in the last war, he investigated lighting developments in Germany for the U. S. government. He has served on numerous committees of the Illuminating Engineering Society and is a member of the U. S. national committee of the International Com-

BUILD YOUR UNDERGROUND WIRING SALES WITH

RoMarine - RoPrene

ALL-PURPOSE POWER CABLES



Underwriters approved as Type USE—Style RR for 600 Volts. Foot to be approved by Civil Aeronautics Administration as Type A insulation for airport wiring, under Specification E-924.

There's a tremendous market for RoMarine-RoPrene . . . the modern, all-purpose power distribution cable. Farm electrification, outdoor theaters, airports, industrial and commercial modernization, as well as, residential services all offer you an opportunity to increase your wire sales with RoMarine-RoPrene. You can recommend RoMarine-RoPrene for these jobs with confidence that you are selling your customers the *right* cable and the *best* cable for the job.

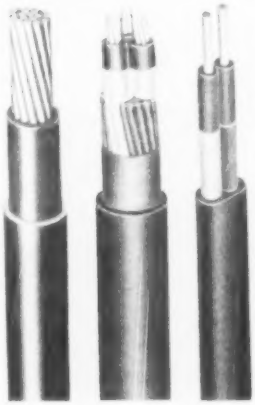
Versatile in application, RoMarine-RoPrene is *one* cable you can offer for direct earth burial, installation in air, in conduit, or for circuits combining all three. The RoMarine insulation affords resistance to heat and moisture. The RoPrene (Neoprene) sheath is highly resistant to oils, acids, alkalies, corrosive fumes, flame and abrasion. Its fast growing popularity proves its dependability.

RoMarine-RoPrene is less costly than lead sheathed cables . . . easier to handle, tape and splice. It is unaffected by electrolysis, weather hazards or extreme temperature changes. Available as single or multi-conductor. Take advantage of the sales opportunities offered by RoMarine-RoPrene power cable. Sell it today. Descriptive Bulletin RR-1 will be gladly mailed upon request.

IT COSTS LESS TO BUY THE BEST

RECOMMENDED FOR

- **Direct Earth Burial**
- **Overhead**
- **In Conduit**



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mission on Illumination. Before coming to Leader, Mr. Kilpatrick was vice-president of Silvray Lighting, Inc. Prior to his wartime service he was associated with Westinghouse Electric Corporation for many years.

W. N. Gorham, Leader Electric Company's vice-president and general manager, will continue the supervision and administration of all activities from the company's headquarters in Chicago. Mr. Kilpatrick will continue to maintain offices in New York City, where he has been located since joining the firm.

•

Appointment of **Dan Jones Castles** as system utilization manager of the **Southwestern Public Service Company**, Amarillo, Texas, has been announced by **A. R. Watson**, vice-president. Mr. Castles comes to the general offices in Amarillo from Plainview where he has been utilization manager for the Plains Division.

Mr. Castles' chief responsibilities will be the development of the company's business in the commercial, residential, and rural fields. He will work in close co-operation with the dealers and distributors of electrical appliances and equipment in Southwestern Public Service Company's service area, and with the division utilization personnel within his own company.

Dan Jones Castles

Mr. Castles brings a background of 17 years experience in the electric light and power business to his new position. He has been with the Southwestern Public Service Company, and predecessor organizations, since 1939. From 1933 to 1939 he was on the sales and lighting staff of the West Texas Utilities Company at Abilene.

•

M. O. Hollis, secretary-treasurer, **Raybro Electric Supplies, Inc.**, Tampa, Jacksonville, Miami, St. Petersburg, and Orlando, has announced the appointment of **Frank Moos** as manager of lighting and lamp sales.

Mr. Moos comes to Raybro with more than 20 years experience in the field of illumination, including research,

Frank Moos

lamp sales, wholesale, and direct factory representation in the lighting field.

Mr. Moos will have complete charge of all lighting equipment for all branches and will make his headquarters in the main office in Tampa.

•

Collin Finney has been appointed to represent the **Southern Lighting Manu-**

KILLARK

Die-Cast* ALUMALLOY

FITTINGS and FIXTURES

The Complete Line for a Complete Job.

It's easy to specify and follow straight through on every installation with the complete Killark all purpose line. There's a Killark fitting or fixture adaptable to each of your needs.

The Killark combination of high strength, lightness, safety, and uniformity—plus the factor of corrosion resistance—assures advantages never before attainable, advantages designed for years of uninterrupted service. Yes, for easier installations, for better installations, thousands now prefer Killark—*first* in Die-Cast* ALUMALLOY.

WRITE for illustrated Bulletin describing Killark All-Purpose Line.

AREA REPRESENTATIVES:

Atlanta—69 Mills Street, N. W.
Cincinnati—49 Central Ave.
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Killark

* Pat. Pending

ELECTRIC MANUFACTURING COMPANY

Vandeventer and Easton Aves. St. Louis 13, Mo.

Collin Finney

facturing Company, Orlando, Fla., in the state of Kentucky, according to an announcement by **Max K. Aulick**, sales manager. Mr. Finney will handle the complete line of lighting fixtures manufactured by the Southern company.

•

Earl R. Mellen, president of the **Weston Electrical Instrument Corporation**, Newark, N. J., has announced the appointment of **Charles B. Denton** as advertising manager.

Mr. Denton joined the Weston organization in 1925 and was associated

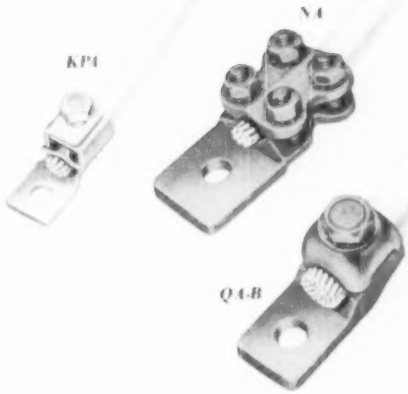
Charles B. Denton

with the company's advertising and sales promotional activities until 1942. During World War II he directed the activities of Weston's labor-management war production drive committee and functioned as public relations manager.

•

James M. McGarry has been appointed manager of advertising and sales promotion for the **General Electric** apparatus department's St. Louis office. Mid-States District, **G. F. Maughmer**, district manager, has announced.

Until his appointment at St. Louis, Mr. McGarry was head of Transport Industries' publicity and handled special publicity assignments in the ap-



all's well that ends with BURNDY

Here are just a few of many Burndy terminals — each one designed to do its specific job ... faster, neater, better! — each reflecting the famous Burndy "engineered" quality — each one proof that, for best results in the end, it pays to

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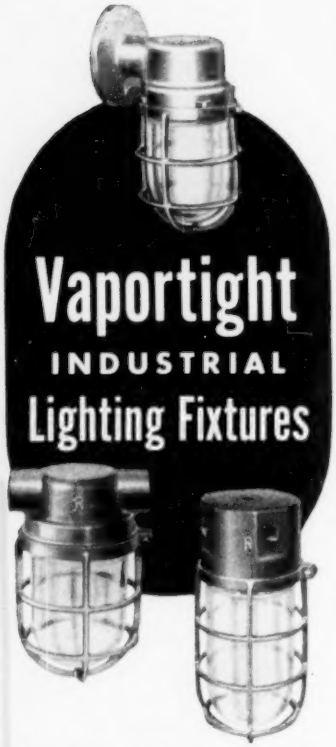

Dependable Lighting in the Presence of Moisture and Non-Flammable Dusts, Gases or Vapors

is assured by the substantial protection built into Pyle-National Vaportight Pylets. Heavy cast metal bases, weathertight sealing, and heavy guards, are features that provide for the most severe operating conditions of industrial service.

The Pylet line includes a complete range of types, including types for conduit and wall mounting, universal 4 and 5-hub types, two and three gang, handrail and outlet box fixtures for 10 watt to 200 watt lamps. Also Midget fixtures, plugs and receptacles, switches, junction boxes and other vaportight Pylets. Consult your Pylet Catalog 1100 for complete listings.

SINCE 1897

THE PYLE-NATIONAL COMPANY

1354 N. Kostner Ave., Chicago 51, Ill

paratus department's news bureau in Schenectady, N. Y.

A native of New York City, Mr. McGarry attended New York schools and the College of the City of New York. In July, 1942, until 1945, he was with the Army Air Corps.

Following two years as feature writer and columnist for the *Schenectady Gazette*, he joined the G-E Apparatus News Bureau as a technical publicist. In July, 1948, he was appointed head of the bureau's Transport Industries group, the post he held until his recent appointment.

ELECTRICAL BOOKS

Electrical Appliance Servicing, by William H. Crouse, McGraw-Hill Book Company, Inc., 330 W. 42nd St., New York 18, N. Y. 854 pages, illustrated. $7.50.

As THE NUMBER of pages would indicate, this book is a comprehensive general survey of electrical and mechanical principles and their application in the servicing of home electrical appliances.

It contains a profusion of drawings and photographs, sectional, exploded, operational, and servicing views of equipment, which illustrate the details of construction, operation, and servicing of practically all types of appliances.

The book is divided into four general sections, one dealing with fundamentals, another with resistance-heating appliances, another with motor-driven appliances, and a final section on refrigeration and air conditioning equipment.

While it would be impossible, of course, to provide specific detailed servicing information on appliances of every manufacturer in even a book of 800 pages, the author has covered enough different types of each kind of appliance to give the reader a fairly comprehensive basic knowledge of appliance servicing.

•

Survey of Modern Electronics, by Paul G. Andres, John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N. Y. 522 pages, illustrated. $3.75.

As THE TITLE of this book indicates, it is a survey covering the entire scope of modern electronics rather than a detailed text on any specialized field of electronics. It covers the basic principles of the construction, operation, and use of electron tubes, as well as the importance of electronics in various branches of science and engineering.

The book includes a substantial paragraph on basic concepts involved in the study of electronics and this is followed by several chapters describing the various types of electronic tubes and devices. Concluding paragraphs discuss actual applications of electronics including instrumentation, communication, control, and electronic heating.

The book is descriptive rather than mathematical but includes numerous circuit diagrams as well as photographs of devices and equipment.

•

Silent Sentinels, Westinghouse Electric Corp., P. O. Box 2099, Pittsburgh 30, Pa. 236 pages, illustrated. $3.00.

THIS NEWLY REVISED edition, the first to be issued since 1940, records the growth of the relay art to date, including the most recent developments in the design and application of protective relays and relaying systems.

The book is divided into two parts, the first dealing with the application of protective relays, and the second with the equipment itself.

The entire book is well illustrated with circuit and vector diagrams, photographs and curves. A 21-page appendix includes tables of characteristics of conductors, inductive and capacitive resistance spacing factor values, rail bonders, and a relay application chart.

Special rates for quantities are available.

•

Electrical Metermen's Handbook, Edison Electric Institute, 420 Lexington Avenue, New York, N. Y. Sixth Edition. 640 pages, illustrated. Price $4.90.

THIS NEW EDITION, the first since 1940, has been considerably enlarged, rewritten and revised, and reflects the many changes in metering design and practice that have taken place since the appearance of the last edition.

The new "Metermen's Handbook" represents more than two years work on the part of the Handbook Revision Committee of the Edison Electric Institute's Meter and Service Committee. The aim of the editors has been to make the new Handbook, like its predecessors, a practical guide for experienced metermen, students, meter engineers and supervisory personnel.

The Sixth Edition carries two completely new sections—one dealing with Special Metering, and the other covering Demand Meters. There is also an appendix containing material from the Fourth Edition of 1923 showing the essential data for the servicing of older meters still in general use. As in past editions, the new Handbook contains complete tables of constants and meter ratio data, diagrams for meter installation and testing, and numerous photographs illustrating meters, the meter shop and laboratory.

The "Electrical Metermen's Handbook," with each edition a product of the joint efforts of more than a score of outstanding meter authorities of electric companies, enjoys an enviable position in the field of American technical literature.

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Low-Cost,
Trouble-Free Operation
of
Signal
Control
and
Communications
Circuits..

CATALOG 1010
gives detailed information and specification data. Write us today for your copy.

SIMPLEX
POLYETHYLENE-PLASTEX
SIGNAL CABLES

- Light in Weight
- Small in Diameter
- Have Low Capacitance and Attenuation

THEIR POLYETHYLENE INSULATION ...

- Is Thin-wall; permits more conductors per cable for a given diameter, more circuits per conduit
- Has High Dielectric Strength and High Insulation Resistance
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- Resists Water and Moisture, Oils, Chemicals, Sunlight and Aging
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THEIR PLASTEX JACKET ...

- Is Tough yet Flexible
- Remains Stable Over a Temperature Range of about 200 F
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- Provides Protection against Abrasion, Oils, Chemicals, Flame, Sunlight and Aging
- Is available in three types to meet all conditions of Aerial, Conduit, and Underground Service

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WIRES & CABLES

SIMPLEX WIRE & CABLE CO., 79 SIDNEY ST., CAMBRIDGE 39, MASS.

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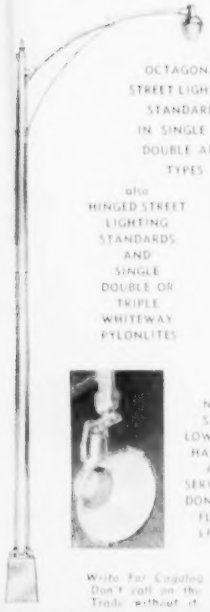
ELECTRIC MFG. CO. CHICAGO U.S.A.

ORIGINATORS OF THE HINGED POLE AND PYLON-LITES
offer you the most complete line of
CLUSTER LITES

CONVERTIBLE AREA LIGHTERS WITH TWO, THREE, FOUR OR FIVE TOP CLUSTER LIGHTS 150 WATT OR 300 — 500 WATT LAMP HOLDERS

CLUSTERS WITH SLIPFITTERS



OCTAGONAL STREET LIGHTING STANDARDS IN SINGLE OR DOUBLE ARM TYPES

also HINGED STREET LIGHTING STANDARDS AND SINGLE DOUBLE OR TRIPLE WHITEWAY PYLONLITES

NEW SAFE LOWERING HANGER ALL SERVICING DONE AT FLOOR LEVEL

Write For Catalog
Don't call on the Trade without it

REVERE ELECTRIC MFG. CO.

6005 BROADWAY CHICAGO 40, ILL.
LIGHTING EQUIPMENT FOR EVERY NEED

NEW PRODUCT NEWS

Remote-Control Wiring Tools

Two new tools to speed remote-control wiring installations have been announced by General Electric's Construction Materials Department, Bridgeport 2, Conn.

First of these is a stapling gun for stapling the lightweight thermoplastic remote-control wire to joists, studs, beams, sheathing, etc. The gun has a controlled mechanism that drives the staples to a predetermined depth without damage to the insulation. Wire is fed into the gun through a specially designed channel with tapered end guides. Tabs in this channel keep the wire flat for neat installation. Catalog number of the gun is RA-1, and it uses Bostitch staples, Cat. No. STCR-5019-3/8.

Second of the new tools is a wire-guiding reel support for the remote-control wire. This handy device allows the electrician to pay-off the wire smoothly and quickly, with no kinks or twists—makes stapling an easy task. Reel support is made of heavy, zinc-plated wire that resists rust and corrosion. It is easily mounted on a board with two wood screws. Cat. No. is RA-2.

•

Adjustable Bar Hanger

The "Jiffy-Lock" Adjustable Bar Hanger, manufactured by Clyde W. Lint, 1144 W. Washington Blvd., Chicago 7, Ill., is offered in two sizes and two styles to take care of all types of boxes and all sizes from 10 inches to 24 inches, for both new and old wiring work.

Simple, easy, and fast to use, there are no studs or beams to notch and no nuts to tighten. The simple actions of slipping the box on the "Jiffy-Lock," extending the hanger the desired length, and tapping the end plates with a hammer flush with the bottom of the joist, make the hanger ready for nailing. The box can be moved to extreme ends of the hanger for a full swing in nailing. When nailed it is slipped to the desired position and the lock flipped.

An adjustable hanger with a flat lock for wall use can be employed with No. 1900, 4-inch-square boxes when they are used as switch boxes. There is no stud to interfere with the switch.

•

Guth Fixture Hanger

The new Guth U-D-T Hangers make a one man job of hanging fluorescent fixtures. They feature an exclusive stem attachment that will not permit turning, twisting, or up and down

movement at the ceiling. The new hangers provide an adjustment for leveling up to 2¾ inches.

For further details, write The Edwin F. Guth Co., 2615 Washington Ave., St. Louis 3, Mo.

•

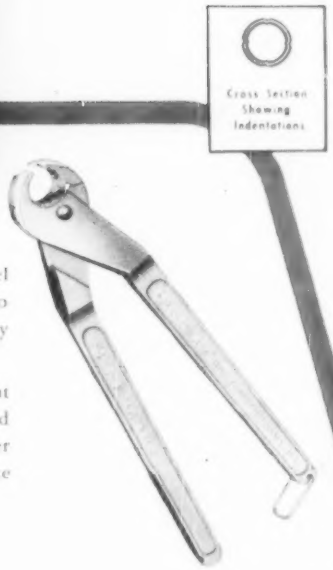
New Transformer Paint

The life of the finish on pole-type distribution transformers manufactured by Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa., has been more than doubled by a three-coat, mica-base paint system that has been given the name "Coastal Finish."

Each coat functions co-operatively with the others to withstand the oxygen, acids, salts, and alkalies found in seacoast and industrial atmospheres. This three-coat system is applied in the same manner as standard finishes and in production is baked on. A modification of the system air dries, which means that it can be used to patch a transformer in the field should the surfaces be damaged.

Each coat of the new finish has a special function. The first or prime coat, is applied after the metal has been cleaned and treated with phosphate solutions to form an ideal surface. Zinc chromate combined with iron

You can't buy Better Fittings or ones that cost less to use



Cross Section Showing Indentations

Quicker to use and neater in appearance, Briegel All-Steel Indenter Fittings not only make stronger connections but also make each job more profitable to the contractor and satisfactory to his customers.

Two Easy Squeezes and they're set to stay. It is only natural that the Briegel All-Steel Indenter Fittings are the most widely used E.M.T. connectors and couplings. Contractors the world over recognize their cost cutting qualities and the fact that they make each wiring job neater, stronger and better.

All B-M Fittings Carry the Underwriters Seal of Approval

BRIEGEL METHOD TOOL CO.

GALVA, • ILLINOIS

DISTRIBUTED BY

The M. B. Austin Co., Northbrook, Ill.; Clayton Mark & Co., Evanston, Ill.; Clifton Conduit Co., Jersey City, N. J.; General Electric Co., Bridgeport, Conn.; The Steelduct Co., Youngstown, Ohio; Enameled Metals, Pittsburgh, Penn.; Kondu Mfg. Co., Ltd., Preston, Ont.

oxides in a suitable vehicle provide a coat with desired flexibility for thermal expansion and contraction and for chemical resistance to salts, acids, and alkalies.

The second, or intermediate coat, is the key to the performance of the new finish. Mica flakes in a vehicle of modified phenolic and alkyd resins give great resistance to heat, oxygen, salts, acids, and alkalies. The mica flakes give a "shingled roof" effect to ward off moisture and oxygen. The mica enhances heat stability of the paint as much as ten times at the elevated temperatures at which distribution transformers operate.

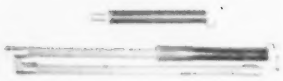
The third or final coat screens out ultraviolet light from the sun, enhances resistance of the other two coats to corrosive elements, and adds to appearance.

•

Kearney Clampstick

An improved clampstick, manufactured by James R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo., provides quick and easy installation of hot-tap clamps by eliminating the use of complicated external mechanisms.

This Kearney Saf-T-Clampstick utilizes a strong steel spring to hold the clamp in the recess of the clampstick



head. After a clamp is positioned and tightened onto the line, a quarter-turn of the pole locks the clampstick hook in the open position for removal.

By eliminating external operating mechanisms, stronger and more rigid clampsticks are obtained, claims the manufacturer, permitting the use of longer poles. These spring-operated clampsticks are available on straight or hinged poles, or in fit-on design.

•

Rome Cable Catalog

A new 60-page catalog has just been published by Rome Cable Corporation, Rome, N. Y., describing the company's power and control cable constructions.

In a special product data section, dimensional data, as well as electrical and physical characteristics, are presented covering low and high voltage power cables, service cables, CAA approved airport lighting cables, street lighting cables, and station control and municipal signal cables.

The catalog also contains complete discussion of Rome Cable insulations and sheaths, both thermoplastic and thermosetting. Of particular interest is a section devoted to electrostatic shielding practices based on latest IPCEA recommendations.

Copies are available upon request from the Advertising Dept., Rome Cable Corporation, Rome, N. Y.

•

Ideal Wire Connector

A new set-screw type wire connector having an extremely high safety factor has been added to the line of wire connectors manufactured by Ideal Industries, Inc., 1017 Park Ave., Sycamore, Ill.

The new connector is listed by Underwriters' Laboratories for 600-volt application and as a pressure cable connector for general use in all branch circuit wiring. It is recommended for use on conduit, armored cable, nonmetallic cable, and open wiring.

The connector has a high dielectric phenolic shell with an extra-long, extra-strong skirt. This skirt fully covers the wire insulation and insures a safe, completely protected splice that eliminates possibility of flash-overs. The sleeve and set-screw are solid brass and corrosion-proof. No solder, tape, or special tools are needed to apply the connector. Joints can be visually inspected after they have been made. The shell can also be removed at any time for periodic inspection of splices. The entire connector can be easily unscrewed and reused when making circuit changes.

The set screw connector is available in two sizes, Nos. 11 and 22, to handle all common wire combinations encountered in branch circuit wiring.

•

Commercial Luminaires

For all 4-, 5-, 6-, and 8-foot fluorescent lamps—slimline, low-brightness, or starter type—the Coronet Series has been developed by Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.

The new line is a series of fluorescent luminaires designed to provide a most practical and efficient method of obtaining high levels of quality illumination for offices, schools, stores, and other commercial interiors.

The units are durably constructed with all control equipment completely enclosed in a sturdy steel housing. The side reflectors are available in either gloss processed aluminum or steel for

shed baked white "Fiurarite." They are available with either 40-degree crosswise and 40-degree lengthwise shielding or 40-degree crosswise and 25-degree lengthwise shielding.

Complete technical and illumination data are given in a 16-page bulletin. Write Curtis-Lighting Inc. Dept. CSB.

•

Hook Stick Switch

A 1200-ampere hook stick switch for voltages from 7.5 through 23 kv is one of a new line of hook stick switches developed by the A. B. Chance Company, Centralia, Mo.

Standout features of this switch are the method of applying contact pressure and the lever prymt action of the pull ring mechanism. A split contact tongue permits pressure of the blade to be centered directly over the contact area. Blade pressure is applied by a heavy coil spring outside the contact point.

A powerful lever action is built into the prymt mechanism enabling the operator to open the switch easily under all conditions. Double hooks backed by a heavy spring out of the current path hold the switch closed against heavy current surges.

The switch blade consists of 180 parallel bus bars trussed together. The switch is available in single-throw or tandem transfer design for vertical or underhung mounting. The switch meets all NEMA and AIEE requirements.

•

New Switchboard Line

A new line of custom-built, pre-engineered switchboards called Centr-A-Power has been announced by the Trumbull Electric Mfg. Company, Plainville, Conn. Centr-A-Power is described as a new type of switchboard which is designed to centralize power and lighting switching in one dead-front, free-standing package.

The new line consists of a series of vertical rigid steel troughs into which are inserted all types of switching devices. All troughs are connected by continuous power bus which may be fed from the bottom or top of the trough. Individual switchboard units take power from silver-plated vertical bus bars by means of spring-loaded stabs which are attached to back of units. Each unit is mechanically and electrically isolated from other units in case of faults or short circuits.

The standard 18-inch trough mounts circuit breakers up to 600 amps and fusible switches up to 200 amps, 600 volt maximum. Two larger-size standard sections of 22- and 28-inch widths are available for fusible devices up to a 1200 amp maximum, and for circuit breakers up to 1600 amp maximum. All troughs are 90 inches high and line up in appearance and mechanically with large, rigid-type switchboards.

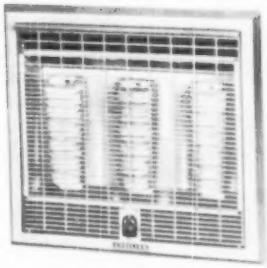
Because it is pre-engineered and pre-fabricated with all parts standardized, it is said to be economical from both the construction and installation standpoints.

For more information about Centr-A-Power, write (and ask for bulletin TEB-10) to the Merchandising Division, Trumbull Electric Mfg. Company.

•

Wall Insert Heaters

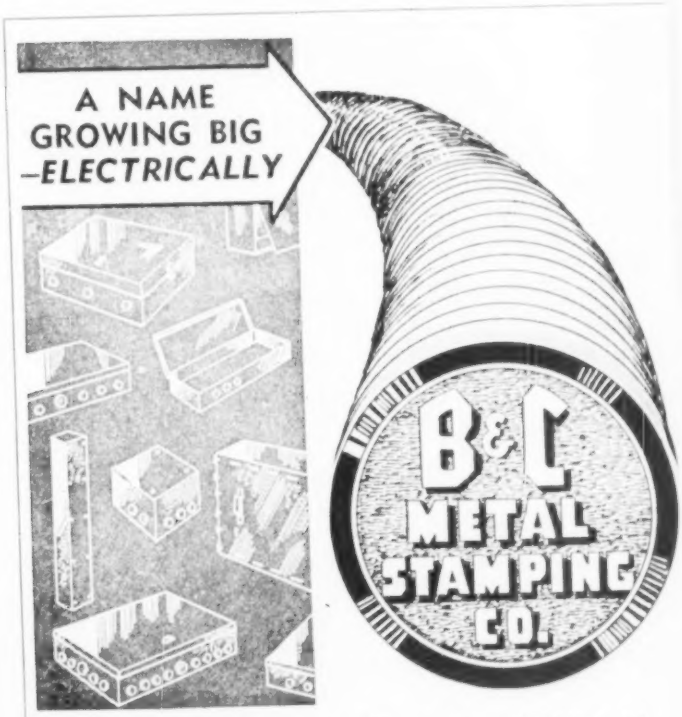
The Cavalier Corporation, Chattanooga 2, Tenn., is currently making deliveries on Cavalier wall insert automatic electric heaters in four sizes: 1500-, 2000-, 3000-, and 4000-watt. All Cavalier heaters feature their new tapered cone construction.



This tapered cone construction is said to produce one-third more heated air up through the element than most gravity-type heaters. Thus, with no moving parts, the heater circulates heated air and eliminates the need of a fan.

A feature appreciated by the housewife is the ease and speed of cleaning these heaters. The combined switch and thermostat control is another convenience feature. As an added safety feature, the thermostat controls both service lines.

The new heater has two foot set-



NEW ADDRESS — 590 MEANS STREET N. W. — ATLANTA, GA.

vantages for the builder. One is the fact that it is 2 inches less in height than most gravity heaters, and can thus be installed under windows where space is at a premium. The other feature is the ease and speed of installation. There is a knock-out hole in the bottom for lead wire. The design of the steel wall box with nailing flanges makes installation easier and faster. The outer frame extends 1½ inches to cover edges of opening.

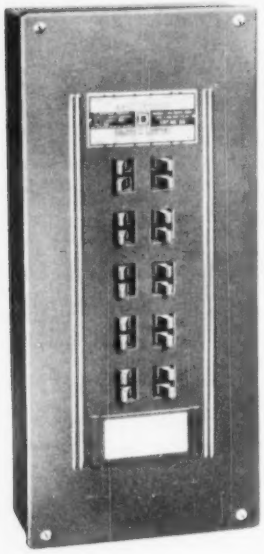
•

Square D Multi-Breaker

The Square D Company has extended the application of their type MO 29 Multi-breaker load center with the availability of a split main bus.

The bus has been segregated in order to allow the control of all lighting circuits by a main breaker while other heavier circuits such as range, water heater, dryer, and sub-feeds are controlled by parallel main breakers. With this arrangement, an economical 100-ampere circuit breaker service entrance device is available complying with paragraphs 2351-A and 2371-A-3 of the 1947 National Electrical Code (6-circuit limit).

Two variations allow either the lighting main with 12 single-pole branches and two parallel 3-wire circuits or the lighting main with eight single-pole



branches and four parallel 3-wire circuits.

All circuits give 2-way protection with thermal-magnetic operating mechanism which combines the advantages of both thermal and magnetic tripping elements. This mechanism gives positive protection against dangerous overloads and acts instantaneously on "shorts." Useless tripping on harmless momentary overloads is eliminated.

Other arrangements extend the use of Multi-breakers from 1 through 42 circuits. For details, write Square D Company, 6060 Rivard St., Detroit 11, Mich.

•

Accent Lighting Fixtures

A NEW LINE of Swivelite display fixtures for accent lighting is now being manufactured by the Amplex Corporation, Brooklyn, N. Y.

These new display fixtures incorporate a new "Adapt-A-Unit" principle

Statement of Ownership

Statement of ownership, management, circulation, etc., required by the Act of Congress of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1948, (Electrical South, published monthly at Marietta, Georgia, for October 1, 1950.

State of Georgia, County of Fulton.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Frank E. Bell, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Electrical South, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption, required by the Act of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1948, embodied in Section 537, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the name and address of the publisher, editor, and business manager are:

Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.

Editor, Paul W. Fowler, Atlanta, Ga.

Business Manager, Frank E. Bell, Atlanta, Georgia.

2. That the owners are:

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3. That the known bondholders, mortgagees, and other security holders, owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

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FRANK E. BELL
Business Manager

Sworn and subscribed before me this 30th day of September, 1950.

SERA F. JONES
Notary Public of Fulton

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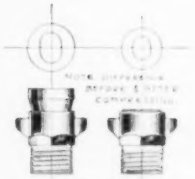
Engineered to Hold and Seal Tighter!

Doubly effective because as the M & W patented tapered bushing is pressed into place, equal pressure is exerted around full cable circumference. Automatically compensates for cable size differentials—assures contractors of long-lasting, dependable installations.



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The M. & W. ELECTRIC MFG. CO., Inc.
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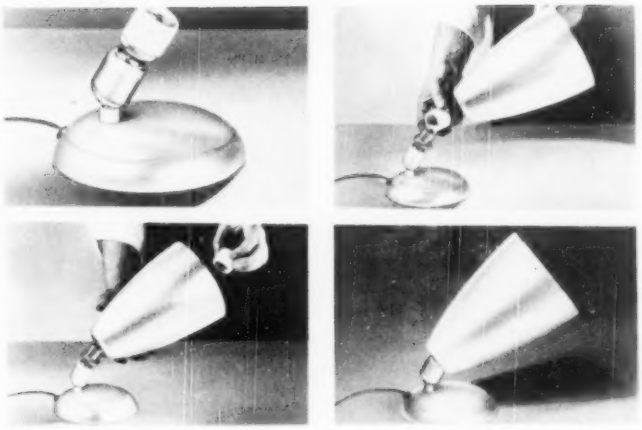

in design and construction. This means that all basic parts are completely interchangeable. This interchangeability now affords the display man unlimited opportunity to select any desired lighting arrangement.

A double-ball swivel provides free-floating, 360-degree horizontal and 170-degree vertical directional focus. The fixture can be flexed to any position by a mere fingertip touch and stays put at any angle without the use of set screws or wing nuts. The satin aluminum finish is protected by "permo-coat" that neither discolors nor blisters from operational heat. Improved ventilating ports carry off excess heat away from the lamp socket.

As illustrated, the porcelain shell of the swivel socket is removable to allow easy addition of either standard or midget hood units. This exclusive feature applies throughout the entire line, which includes portable base units.

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BUILDING WIRE

● Paranite Hydro-Therm combines in a single wire the heat-resistant qualities of Type RH and the moisture-resistant qualities of Type RW.

USED IN DRY LOCATIONS Paranite Hydro-Therm carries more current per dollar of cost. The higher amperage rating for Type RH wire under the National Electrical Code provides greater current carrying capacity. You can use smaller conductors, smaller sizes of conduit, and lower your labor costs.

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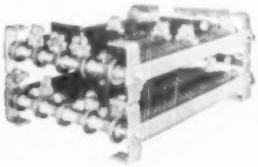
EVERY piece of material that goes into the controls shown below and into all other MONITOR units is of the finest quality available. These materials are chosen on their proved ability to give years of trouble-free service. This high standard of quality is another reason why more and more electrical men have turned to MONITOR when they require motor controls! On YOUR next installation specify MONITOR!



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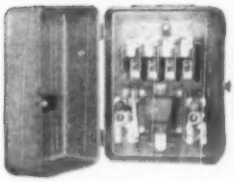

A.C. and D.C. Motor Starters — with the low — reversing — non-reversing — and combination units

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screw-in units, single socket canopy units, cluster canopy units, curved arm canopy units, rigid downlites, and hi-hat units.

Our Readers Say—

(Continued from page 19)

having identical construction features.

The possibilities for prefabrication in the shop where facilities are greater and more convenient are increased when you consider that manufacturers of electrical parts are always trying to simplify the construction and working mechanisms of their products. Thus, simplification and sameness of design in building construction, plus simplification in the manufacture of electrical parts, are more and more making it possible for us electrical contractors to "prefabricate" a lot of our work in the convenience of our shops and thus help to increase the profits on our jobs and, incidentally, increase the comfort and working conditions of the installation crew.—**Mabel Binnings, Office Manager, Gibson & Odom Electrical Contractors, New Orleans, La.**

Information Program

(Continued from page 31)

free enterprise system.

Mr. Wood estimates the cost of the program to be in the neighborhood of $100,000 per year, but feels that it is money well spent. There is also a considerable amount of work involved on the part of top management and the personnel department.

When the program was expanded to include non-supervisory employees, it soon became apparent that co-ordinating all of the activities of the program was a full time job. Accordingly, Walter J. Matthews, then superintendent of Vepco's Allegheny district, was appointed director of the employee information program and is now devoting full time to that work as a member of the personnel department.

The $100,000 is strictly a round figure estimate of the total cost. It is almost impossible to figure the exact cost of the program because of the many intangibles and variables involved. The salaries involved of the full-time director of the program plus a portion of the time of necessary clerical assistance would be in the neighborhood of $7,500. The cost of printing and preparing the outlines used in the course of the year run to around $2,500. The remaining $90,000 is an estimated allocation of salaries and wages paid while employees attend the meetings.

Mr. Wood says that he believes charging the latter figure up against the program may be unfair since he personally doubts that taking 12 hours per year from an employee has any effect on his total work output. Since this is a point that is open to considerable argument, he included an estimate of the salaries and wages in his total figure. The $100,000 estimated cost is a very minor item in a yearly payroll of around $9,000,000.

"We believe," says Mr. Wood, "that the program is giving us our money's worth. Our employees are better informed about all of the company's affairs; they are rendering a more courteous service to the public; and they are rapidly becoming happier and more contented in their jobs. I believe that any employer will find that his employees want to help him if he will tell them what he is trying to do."

Packaged Drives

(Continued from page 29)

be handled without the power problem becoming a limiting factor as it might be in depending on a constant potential d-c circuit. In other words, it is the flow of material and other production problems that become the determining factor in the relocation of the equipment rather than the

SALES ENGINEER

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problems of d-c power.

The packaged drive, besides having all the advantages of any other variable voltage system, gives the user the additional advantages of convenience, lower maintenance, minimum floor space, safety of operation, and economy.

Convenience

The control and conversion units are mounted together in a single cabinet eliminating excessive wiring and simplifying the location of the unit. Where applicable, the single cabinet can be mounted close to the machine. In many instances, adjustments on the control must be made while the machine is in operation. In such cases it is helpful to have all control and adjustable elements mounted in one cabinet located at or near the machine.

The package spot conversion units can be moved from job to job as the changing requirements of production may dictate. Frequently a complete rearrangement of a plant in the interest of streamlined production can be obtained without the expenditure of additional dollars for electrical inter-connections between the converting unit and the control. This package also reduces and simplifies engineering planning and layout.

Lower Maintenance Costs

The control cabinets for the variable voltage systems are given positive ventilation by a fan which is an integral part of the system itself. The use of air filters and careful cabinet construction deters the entrance of foreign substance. In addition the positive pressure maintained within the enclosure keeps the interior of the cabinet free of dirt and dust and other contaminating agents, reducing maintenance normally caused by dirt and other foreign material, on rotating equipment and control.

Less initial adjustments and lower maintenance costs are obtained because the unit is wired and adjusted as a complete unit at the factory. The interior of the control cabinet is accessible from both sides thus providing ample working space and locating all units within easy reach. It is built ruggedly and the equipment is enclosed, thereby providing mechanical protection.

Floor Space

Aside from having all the advantages from the maintenance standpoint of having the conversion and control equipment in one location, the packaged unit serves to concentrate all the required elements in the smallest possible space. By mounting the control elements on a panel immediately above the conversion unit, the control cabinet, in a sense, becomes a compact portable motor room. While the space saved through use of a single cabinet instead of several separate units will vary from time to time, there is no question that the packaged unit principle saves valuable floor space.

Safety of Operation

Electrical and mechanical faults and potential sources of accidents are eliminated through concentration of control and conversion equipment in one totally enclosed cabinet. The general acceptance by industry of metal-clad switchgear, dead-front controllers of all descriptions, and enclosed apparatus was the guide for the enclosure of the adjustable speed drive. All wiring between control equipment and the conversion unit being mounted within the cabinet eliminates the hazardous cables or conduit lines. This packaged unit eliminates the need of the customer's providing a protective barrier such as a fence, etc. Additional safety features such as isolating the entire unit from the power circuits can be provided if required. The cabinet can be locked, thereby eliminating the danger of persons not qualified from tampering with the unit.

Economy

To the actual initial cost of any drive system must be added such factors as engineering, installation charges, shipping, regular main-

NEW HIP-POCKET TOOL

MAKES 36 JOBS EASIER

$49.50

Complete with leather case and voltage test lead

AMPROBE

snap-on volt-ammeter

reads current without interrupting service!

Look what you can do with this one pocket-size instrument: Determine load conditions without having to shut down equipment. Spot motor overloads and underloads. Diagnose trouble calls faster, under actual load. Measure voltage at motor terminals. Set overload relays. Load balancing, etc.

Only the AMPROBE* Gives You All These Features!

- So compact, it fits in your pocket!
- ½ the usual size — only 7"!
- ½ the usual weight — only 14 oz.!
- Measures 5 current ranges and 2 A.C. voltage ranges!
- Accuracy ± 3% (of full scale deflection)
- Field-proved and accepted — thousands in daily use!
- ½ the usual price — only $49.50!

MODEL A-6

Amps [illegible] Volts [illegible]

Send for 16 page manual "How to Make Your Job Easier With An AMPROBE", Pyramid Instrument Corp., 49 Howard Street, N. Y. 13, N. Y. (Export Dept.: Morhan Exporting Corp., 458 Broadway, N. Y. 13. Cable: Mothanex).

AMPROBE

A PYRAMID INSTRUMENT

See it today at the better electrical distributors

tenance, and other similar charges to obtain a true cost figure.

Because the packaged drive system is pre-designed and engineered, much of the layout and design work normally associated with the installation of a variable voltage drive system is eliminated. There is no cost of making conduit runs between the individual control units and conversion units, and paper work and engineering time is reduced by dealing with a single dimension sheet rather than a separate one for each component part of the system.

Standardization of cabinets makes it possible to supply dimension sheets of the packaged conversion unit immediately, which permits those handling the installation to proceed with layout problems immediately. This eliminates the waiting time normally required to obtain necessary certified dimension sheets and wiring diagrams of the various component parts of the conventional variable voltage system.

The complete system has been factory wired and assembled, tested and adjusted, hence reducing the amount of time and cost on installation and initial adjustment, since we have already engineered for you and made your conduits and wiring layouts in the control and conversion unit.

The packaged variable voltage speed drive offers the textile operator all the advantages of the conventional variable voltage drive system. At the same time, this packaged drive has proved to be an important factor in reducing the intangible indirect manufacturing costs referred to as overhead.

How much these savings will be in time and dollars will depend upon the conditions found within the specific plant and area, but in every case these packaged drives have proved their worth everywhere in the industry.

STA-BRITE SETS THE PACE ★ IN THE SOUTH ★

If it's fluorescent

MAKE IT SLIMLINE

STA-BRITE FLUORESCENT MFG. CO.

325 NW 22nd Lane, Miami, Fla.

Christmas Business

(Continued from page 27)

tage in taking on such work. It gives the contractor an opportunity to warn customers against inadequate wiring, of which there is a great amount at that season. We never miss an opportunity to do some educational work on adequate wiring. And there is also the opportunity of spotting prospective future work in homes that a contractor might otherwise never get into."

In season, the Camus store is turned over to the Christmas motif, for it has been the intention of this father-and-son combination to make their place a one-stop shopping center.

Almost everything necessary for decorating is available. The customer can buy his materials and do his own lighting and decorating, or the contractors will do it for them. But the customer who has in mind an extensive lighting job with amateur labor receives enough warning about

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MULTIFLEX BRUSHES

for

- IMPROVED COMMUTATION
- MORE UNIFORM WEAR
- LOWER OPERATING COSTS

U. S. Pat. 2,181,076

Yes, Helwig-Speer Multiflex Brushes give you the "big three" of motor and generator performance. The best in design and materials means: (1) uninterrupted contact, (2) reduced vibration, (3) reduced circulation current, even wear. What's more, you get double-brush advantages with single-brush simplicity. Multiflex fits conventional single-brush holders. For complete information on ordering brushes, write for Catalog 95.

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inadequate wiring to make him pause and think.

Last year, at this season, Camus and Son sold 15 streamers, each 150 feet long. They sold 500 yards of spruce roping. They spray-painted Christmas trees. They stocked Aluminate garland at $1.45 to $1.65 per yard and sold it all. They sold two Santa Claus figures at $112.50 each and six more for $25 each.

Camus used an average installation for a couple to illustrate how man hours accumulated.

"The wife wanted a wreath for the front door," he explained, "and then remembered that to display it properly, her screen door should come off. The husband balked at taking off the screen door. So we hung a number of wreaths after taking off the screen door, at $4.00 per hour. Of course, we put the doors back up, too, later on."

For the Christmas season of 1950, Camus and Son expect to be the only source in Shreveport for fireproof Christmas trees.

Control Specialization

(Continued from page 24)

water at all times and makes it easy to lock out individual wells for inspection and repair.

Since knob and tube days, electrical wiring has been marching steadily toward increasing automatic controls and associated equipment, and in automatic circuits, one of the most important components is the time handling device, Mr. Sebaugh said.

These devices are available from many different manufacturers. Some are simple, some are highly complicated, and all of them are highly useable in original circuits being designed by the contractor.

Here are a few of the types readily available with some of their functions and characteristics.

Most common is the interval timer used on electric stoves and radios, operated by a clock which can be pre-set for opening or closing one or more circuits at a specified time. This is a modification of the time switch and must be manually set for each cycle.

Next come automatic reset timers in which a simple or a complicated circuit can be set to go through an operation cycle and then repeat the cycle indefinitely.

More elaborate is the signal graph which records processing time, inactive time, measures processing time, and signals the result to the operator and then puts it all on a tape where the record may be used to determine production and efficiency. This kind of equipment is largely responsible for efficient production in rubber, plastic, and moulding plants.

Automatic controls are often thought of as being a part of only large industrial plants but with the automatic dishwasher and the automatic washer, the impulse-sequence time cycle controller on a smaller scale has come to almost every home.

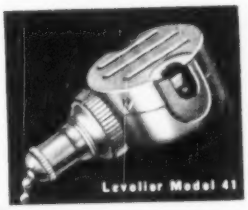
In heavy industry the valves that once were closed by hand and reached by a long walk over hot boards and trestles are now oper-

NOW!

McGILL

Levelier®

No. 41



GUARANTEED *Unconditionally*

"Levelier Model 41 6 Amp. "U" rating 125 volt switch is unconditionally guaranteed when used in lighting circuits. In case of failure a new Model 41 switch will be provided without charge.

When you install Levelier Model 41 switches in lighting circuits, you're installed the switch that will not fail. No kickbacks or complaints. Just dependable, trouble-free working performance. In fact, the patented Levelier action is so positive that the No. 41 is "unconditionally guaranteed*". Thousands of Model 41's in use for many years prove this fact. The small, compact size makes it ideal for use in modern lighting fixtures, as well as for FHP motors.

Available From Your Electrical Wholesaler

A new Levelier Model 51—Has a new 125 volt, "U" rated switch box of molded plastic case, less than ½" thick. Provides complete set up with wire leads provide easy installation.

For McGill Catalog No. 42 write to McGill Mfg. Co., Inc., 650 N. Campbell St., Valparaiso, Indiana.

McGILL® electrical specialties

ONLY McGILL MAKES Levelier SWITCHES.

CUT HOLES UP TO 6"

Jiffy Adjustable Hole CUTTER

You can cut clean round holes, quickly, easily, and accurately with this adjustable cutter. A spring keeps the sharp knife under constant, even pressure. The ratchet wrench makes the tool simple to turn, even in tight corners. Cuts holes from ¾" up to 6" in steel, slate, bakelite, etc. Specially ground and tempered knife is easy to change. Compact and under 5 lbs. ORDER NOW.

SEAL UP OPEN KNOCKOUTS

Inspection rules require every hole in electrical junction boxes, switch boxes, etc., to be closed. Do not permit forgotten knockouts to invalidate the fire insurance. Close them with Jiffy SNAP IN BLANKS. One piece, they snap tightly into place from either inside or outside of the box. Available in all sizes from ½ to 2 inch. ORDER NOW.

Write today for Jiffy Folder ES

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Fish Tapes — Boiling Attachments
Line up Washers — Box Supports
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Clyde W. Lint 1144 WEST WASHINGTON BOULEVARD CHICAGO 7, ILLINOIS

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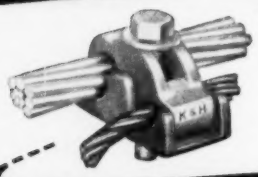

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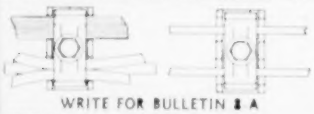
UNIVERSAL Tap Connector
Made in 3 Surface Finishes
Approved by Engineers and Contractors doing R E A work

Effectively used as guy line ground, or transformer and lightning arrester connection to A.C.S.R. or copperweld conductors where the diameter may be from 3-A copperweld to .595" A.C.S.R. armour rods.

ADAPTABLE TO A WIDE RANGE OF USES



WRITE FOR BULLETIN 3 A

KRUEGER & HUDEPOHL
Subsidiaries Terminal Lugs and Connectors
VINE AT THIRD—E 5 • CINCINNATI 2, OHIO

NON-METALLIC — BX. & GROUND WIRE

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SERVICE ENTRANCE CAP

1819

Sold Thru
Your Local Wholesaler

ATLANTIC CONDUIT FITTINGS CO.
BOSTON, MASS.

ated either manually or automatically from the central source.

The flashing electric sign on the corner drug store may be a simple arrangement compared with the moving story of the big spectaculars in New York, but a peep inside the control boxes will show the same relays and time delays used in the drug store flasher or the nearby oleo mill.

Telemetering systems record and indicate at any distance from the source of the reading. The water pressure in the mains, the steam pressure in a boiler, or mechanical motion can be effectively read at as many different places as desired and at any distance.

Automatic controls, speaking in a general sense, do many things for the contractor's customer. They save him money in labor, or allow him to operate when labor is hard to get. The product of any plant using a cycle of operations that can be repeated, can be increased by as much as 25 per cent over hand-sequence operations because of the time saved at each step by automatic switch.

For example, a man can start a four-step starter system for a large motor by switching in each step by hand and waiting for the motor to get its maximum speed for each step, but an automatic control will get the motor on the line quicker and save all of the man's time.

In every contractor's territory there are potential customers who need automatic controls and timers but who do not know they are available for their business until the progressive engineer and contractor visits him and shows him how a rewiring job and new controls will increase his efficiency and production.

At City Electric Company in Blytheville, Mr. Sebaugh has found that manufacturers from smallest to largest will give a cordial reception to the electrical contractor with ideas—ideas that will help the customer.

Mr. Sebaugh said that one of his original diagrams used in wiring a plant for push button control so that the owner could be sure that his inexperienced labor would not damage expensive machinery, was sent to a large electrical manufacturer and asked if the diagram would work.

The manufacturer's engineers studied the diagram and sent it back to the inquirer with this succinct comment:

"Yes. It will work. But what would anybody want with it?"

Had Mr. Sebaugh asked his customers that question instead of trying to find out the specialized local conditions that make automatic controls desirable he would never have become the leading installer of automatic control circuits in Eastern Arkansas and Western Tennessee.

Because of his enthusiasm for automatic controls and the elimination of human factors from the operation of machinery, Mr. Sebaugh takes quite a kicking around from the jokers. The most repeated joke, of course, is that next he will make a circuit that will think.

He doesn't deny this but says if he does make one that will think, he will have it think of City Electric Company whenever it needs anything in the electrical line—their slogan is "At Your Service!"

ELECTRICAL SOUTH

Graduates, experienced in design, engineering and economic studies of steam-electric power plants and high voltage substations. Also, knowledge of power system relaying and preparation of specifications for switchboards and switchgear. Box 645 ELECTRICAL SOUTH, 806 Peachtree St., N.E. Atlanta 3, Georgia.

NEW
ABOLITE LIGHTING
Catalog & Handbook
NOW AVAILABLE!

The JONES METAL PRODUCTS CO.
WEST LAFAYETTE, OHIO
Sold Exclusively through Electrical Wholesalers

CUT YOUR PAYROLL COSTS

Use

CARBONIZED

TIP-ON-VELOPES

FOR CASH PAYROLLS

- *Timesavers*
- *Less Work!*
- *More Protection!*
- *Free Samples!*

Cut your payroll in half with carbonized Tip-On-Velopes. They provide a permanent record of tax deductions, wages, etc. A signed receipt for extra protection. Write for free samples.

ATLANTA ENVELOPE CO.

Post Office Box 1267

ATLANTA 1, GEORGIA

DIXISTEEL-QUALITY . . . HOT-DIP

GALVANIZING

FOR CASTINGS • FABRICATED PARTS

PIPE • BARS • STRIPS • TANKS

Up to 24 x 3 x 3 feet*

YOUR parts or products can have the same high-quality, hot-dip galvanizing used on our own DIXISTEEL products. Small, tight spangles . . . smooth, uniformly-heavy coats of zinc . . . no fins. A tough, rust-proof finish that withstands severe bends without cracking or flaking.

Write today for quotations on this superior service. Give full details of materials, including dimensions.

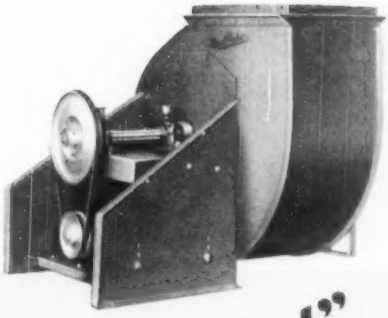
*Single dip size. Larger sizes by double-dipping.

If it's exposed to corrosion . . . Galvanize it!

Atlantic Steel Company

MAKERS OF DIXISTEEL SINCE 1901

ATLANTA, GEORGIA

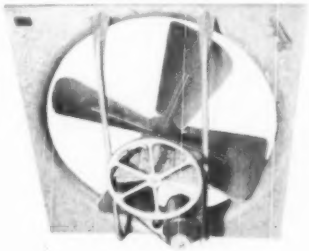


"Buffalo"

PERFORMANCE IS YOUR BEST SALESMAN!

"Buffalo" BELTED VENT SETS, above, are earning a good reputation for performance in thousands of commercial establishments—just as "Buffalo" BREEZ-AIR ATTIC FANS (below) are appreciated by thousands of enthusiastic Southern home owners. That's the user reputation (72 years old!) that makes "Buffalo" Fans sell easily.

Dealers and contractors like "Buffalo" Fans, too. They're easy to install, durably built, easy to service. WRITE FOR BULLETINS 3720 and 3222-F, and start cashing in on this profit-building line!



BUFFALO FORGE COMPANY

210 MORTIMER STREET BUFFALO, NEW YORK

Canadian Blower & Forge Co., Ltd., Kitchener, Ont.

Branch Offices in All Principal Cities

BREEZO FANS BELTED VENT SETS

E BLOWERS BELT-AIR FANS

ALL BUFFALO FANS CARRY THIS LABEL

"I'M NOT AFRAID TO ANSWER MY PHONE NIGHTS"

says R. J. Augusterfer
Ambrose-Augusterfer Corp.
Contractor

—another successful seller of American Blower Ventilating Equipment

"Selling and installing air handling equipment is our business," says R. J. Augusterfer, popular air handling contractor of Philadelphia, Pa.

"And we've built it up through years of hard work, proper installations, good service, and by furnishing top-quality American Blower Ventilating Products.

"Good work with good equipment is the only way to earn profits in this business. It's the only way you can be sure you can answer your phone nights and know you're not going to get a customer complaint."

If you want to build a business you'll be proud of, investigate American Blower Products—NOW. Phone or write our nearest branch office for details today!

AMERICAN BLOWER CORPORATION, DETROIT 32, MICH.
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO

Division of American Radiator & Standard Sanitary Corporation

Packaged Ventura Attic Fan—Built for vertical operation in low bridge attics. Only 10 easy steps to install. Ratings are Certified. A real profit maker.

Model A Ventura Fans—Smartly styled. No exposed wiring. Smooth, easy to clean surfaces. Built in capacities from 1000 to 9200 cfm. free delivery 12 sizes.

Utility Sets—Fine as supply or exhaust fans in stores, schools, etc. Have Aileron Control for regulation of air flow. Capacities from 517 to 17,925 cfm at $\frac{1}{8}$" SP.

SELL QUALITY!

AMERICAN BLOWER

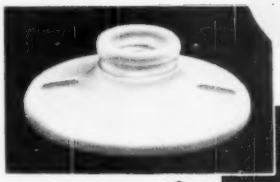
Air Handling Equipment

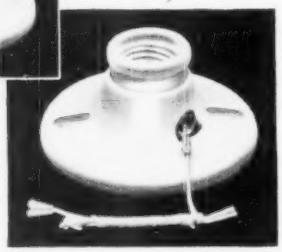
Serving home and industry AMERICAN-STANDARD • AMERICAN BLOWER
CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILERS • ROSS HEATER • TONAWANDA IRON

PAULDING

porcelain

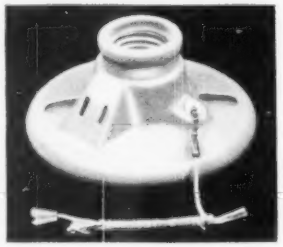
STANDARD SINCE 1911





PAULDING No. 1625
COMBINATION KEYLESS
Porcelain Receptacle with Shadeholder Ring. For Universal Mounting on either $3\frac{1}{4}$" or 4" Box. Base $4\frac{5}{8}$".

PAULDING No. 1629A1
New COMBINATION PULL CHAIN
Porcelain Receptacle with Shadeholder Ring. For Universal Mounting on either $3\frac{1}{4}$" or 4" Box. Base $4\frac{5}{8}$".



PAULDING No. 1624C
New COMBINATION PULL CHAIN
Porcelain Receptacle with Shadeholder Ring and CONVENIENCE OUTLET. For Universal Mounting on either $3\frac{1}{4}$" or 4" Box. Base $4\frac{5}{8}$".

Paulding No. 1625 is rated @ 660W. 250V.; No. 1629A1 and 1624C are rated @ 250W. 250V. The Convenience Outlet on No. 1624C rates @ 15 AMPS. 125 Volts or 10 AMPS. @ 250 Volts. Screw shells are cadmium plated copper. Quality construction throughout. Listed as standard by Underwriters Laboratories.

PAULDING ELECTRICAL PORCELAIN

Made in Paulding's own pottery, is the finest money can buy . . . regardless of price. The quality of the interior parts and working mechanisms of all Paulding Products is unsurpassed. Oversize bases provided with removable knock-outs for mounting on $4\frac{11}{16}$" boxes. Removable interiors for easy wiring. Brass terminal screws will not fall out when backed. Paulding products sold only through recognized channels.

KEYLESS

No. 1622 —for $3\frac{1}{4}$" box. Base 3-11/16".
No. 1623 —for 4" box. Base $4\frac{1}{4}$".
No. 1625 —for $3\frac{1}{4}$" or 4" box. Base $4\frac{5}{8}$".
No. 1628 —for $3\frac{1}{4}$" box. Base $4\frac{1}{4}$".

PULL CHAIN

No. 1619A1—for 4" box. Base $4\frac{1}{4}$".
No. 1621A1—for $3\frac{1}{4}$" box. Base $3\frac{5}{8}$".
No. 1627A1—for $3\frac{1}{4}$" box. Base $4\frac{1}{4}$".
No. 1629A1—for $3\frac{1}{4}$" or 4" box. Base $4\frac{5}{8}$".

PULL CHAIN WITH OUTLET

No. 1620 —for $3\frac{1}{4}$" box.
No. 1624 —for 4" box.
No. 1624C —for $3\frac{1}{4}$" or 4" box. Base $4\frac{5}{8}$".

OVERSIZE BASES

No. 1624 OS—for 4" box. Base $5\frac{1}{4}$". Pullchain with Convenience Outlet.
No. 1619A1 OS—for 4" box. Base $5\frac{1}{4}$". Pullchain.
No. 1623 OS—for 4" box. Base $5\frac{1}{4}$". Keyless.

All Receptacles Approved by Underwriters Laboratories
Note: Insulating link furnished on request.

ONLY PAULDING MAKES SUCH A COMPLETE LINE OF PORCELAIN RECEPTACLES.

PAULDING OFFERS 14 TYPES

SEE THE WHOLE PAULDING LINE
. . . Send for your copy of our catalog today

UNSURPASSED QUALITY — AT A COMPETITIVE PRICE

JOHN I. PAULDING, INC.
New Bedford, Massachusetts

QUALITY SERVICE SATISFACTION

ELECTRICAL SOUTH

November, 1950

This is one section of the current issue of Electrical South.

Appliance Section

Household and Commercial Appliances • Radio • Television

TV OPPORTUNITIES—Dealers are likely to find the advertising use of television as profitable as its sale, one manufacturer predicts. Through the use of television, dealers can actually demonstrate by sight and sound—right in the prospect's home—the hidden values and advantages of an appliance. Think what it would mean to your sales if you could give complete use-value demonstrations to each prospect while she sits comfortably in her own living room! Advertising rates for TV in many localities are well within limits the dealer can justify. Manufacturers, generally, will co-operate in this type of advertising. Some report that value of advertising is increased considerably when the show is identified with a local dealer.

•

IN THIS ISSUE:

Conducting Washer Clinics 78
Using Part-Time Salesmen 80
Profits in Housewares 84

Copyright, 1950

ELECTRICAL SOUTH, 806 Peachtree St., NE, Atlanta 5, Ga.

"Silent Breeze"

ATTIC FANS

TOPS

in profits!
in quality!
in satisfaction!

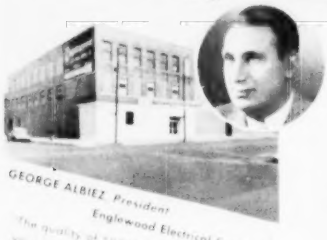
...RAYBRO....ENGLEWOOD....WALKER MARTIN...

TAMPA

M. O. HOLLIS, Sec'y-Treas.
Raybro Electric Supplies Inc.

Silent Breeze Fan volume fall exceeded our fondest expectations ... satisfaction and customers are as enthusiastic as we are! ... the Silent Breeze line, together with your excellent promotion and cooperation helped build our fall volume to this high level!

CHICAGO



GEORGE ALBIEZ, President
Englewood Electrical Supply Co.

"The quality of SILENT BREEZE equipment and your cooperation in merchandising has enabled us to enjoy the first profit-producing year we have ever had in selling this line."

RALEIGH

R. W. MARTIN, President
Walker Martin, Inc.

"Our sales and promotion of SILENT BREEZE fans has been a very happy one ... our dealers found that SILENT BREEZE fans are everything and more, than we have claimed ... our sales men found the product worthy of full support."

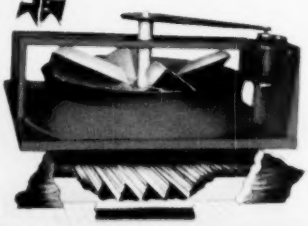
2 *fast selling*
MODELS, 14 SIZES
Silent Breeze

GOLD SEAL

VERTICAL OR HORIZONTAL INSTALLATIONS
REDUCE YOUR INVENTORY

GOLD SEAL

MOTOR AND FAN LUBRICATED FOR LIFE



SILENT BREEZE STANDARD

The STANDARD model is of equal quality with the Gold Seal model, except the motor requires occasional oiling ... for vertical intallation only.

Quality plus a proven merchandising plan

The remarkable quality construction: the 4 balanced blades, deep venturi, ever-quiet shaft, Never-Lub ball bearings and the 2 separate fan lines, in 14 sizes, give you sales features and flexibility equalled by no other fan line. These features, plus a merchandising plan that will work for you too, are why SILENT BREEZE fans are TOPS in ventilation ... TOPS in profits. STOCK UP NOW ... pay LATER!

Write for Booklet

"THE SILENT BREEZE PLAN"

The SILENT BREEZE line and merchandising plan will make you money! Contact us NOW ... line up for '51 with SILENT BREEZE ... it's the PROFIT line for you!

HOLCOMB & HOKE MFG. CO., INC.
1545 VAN BUREN ST., INDIANAPOLIS 7, IND.

For Your Most Profitable Christmas!

Better-than-ever Dominion appliances will give you better-than-ever Christmas business. Just think over this important fact: Dominion appliances rank with the best, yet sell for less!

Your customers will admire their beauty and built-in quality. They'll be amazed at their lower prices. That's a selling combination that you can't beat. For a big-profit season, sell Dominion appliances.

Available through reputable distributors across the nation.

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO

THERE'S A NESCO MODEL FOR

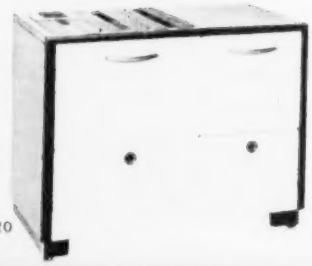
In the complete line of

NESCO

Ranges and Stoves

Model 300

Model 310



Model 320

The Nesco Kerosene Range is famous as "The Kerosene Range that cooks like a Gas Range." Made in several models—all quality-built, all equipped with economical, efficient Nesco short-chimney burners. All models have other features that make them outstanding values in their price classes.

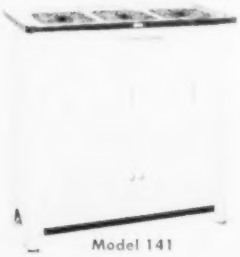
STRAIGHT LINE STOVES

Model 131

Low Cost — Dependable — Economical to operate!

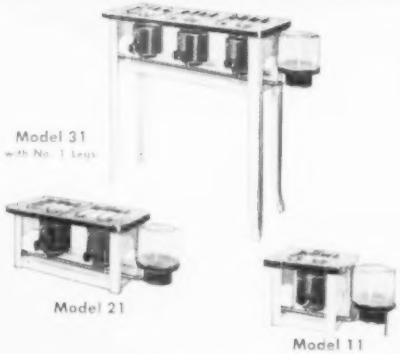
These popular models will fit even the smallest of kitchens. They're ideal, too, for the laundry and summer cabin. Many fine Nesco features, yet amazingly low priced!

Model 121



Model 141

LO-BOY STOVES

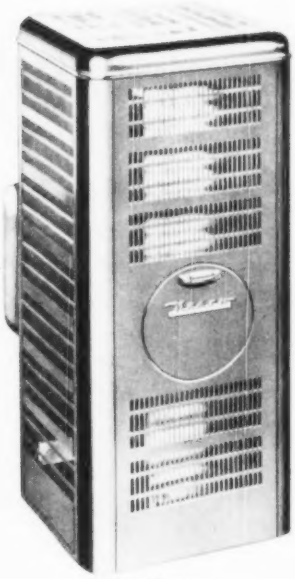


Model 31
with No. 1 Legs

Model 21

Model 11

EVERY PURSE AND PURPOSE!

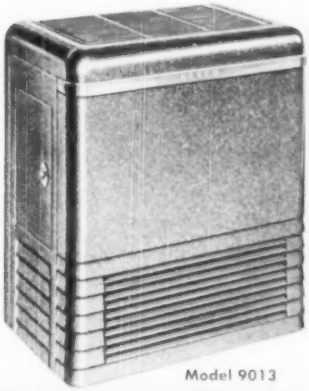


Model 750

CIRCULATING RADIANT FUEL OIL HEATERS

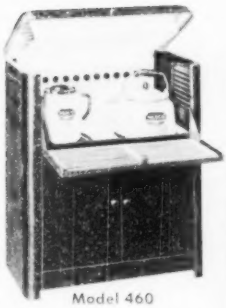
There's a Nesco Fuel Oil Heater for every heating problem. Heating capacities of the models illustrated range from 5,750 to 8,750 cu. ft. of space. Outstanding features include Breeze burners, A.P. Constant Level Valve, No-Stoop Fuel control, Automatic draft control. Finished in rich mahogany.

In the complete line of NESCO Vented and Unvented Heaters



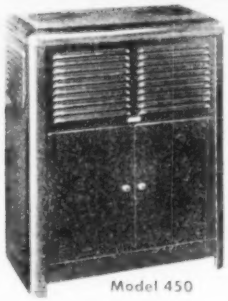
Model 9013

Model 7010



Model 460

UNVENTED CIRCULATING HEATERS

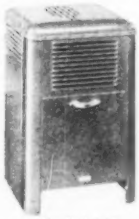


Model 450

Nesco unvented circulating heaters provide quick, cheerful warmth at minimum cost. They are 100% efficient because there is no flue connection. Portable, too! Made in either adjustable burner control or metering valve control.

Model 410

Model 500
Model 510



Model 440

CONTACT YOUR NESCO DISTRIBUTOR OR WRITE

NESCO

Stove Division
270 North 12th Street, Milwaukee 1, Wisconsin

West Coast Office: Western Merchandise Mart
San Francisco, California

Model 400

Zenith's Great New "Cobra-Matic" Variable Speed Record Changer

plays any speed record now made or yet to come, 10 to 85 R. P. M.

● Now from Zenith—and Zenith alone—comes this spectacular, all-time answer to every record playing problem! The exciting, thrilling "Cobra-Matic" . . . first and only record changer that plays any speed record now made or yet to come . . . not only 33⅓, 45, 78 . . . but any speed from 10 to 85 R. P. M.!

Now with the "Cobra-Matic" you can offer customers any Zenith® combination with *positive assurance that a new record speed will not make it obsolete.* Demonstrate the marvelous, unequaled tonal beauty of the new Super-Cobra Tone Arm . . . its glorious reproduction of records on a Radionic® Wave. Cash in on the amazing simplicity of the "Cobra-Matic's" *one dial* for speed, *one dial* for size control! Sell all your prospects on a record changer that is without equal in comparison in record playing history.

It's a great profit-making opportunity. So don't miss out. Talk . . . demonstrate—the "Cobra-Matic"—get set for a boom in phonograph sales with the Zenith "Cobra-Matic"!

Only the "Cobra-Matic" has all this

1. Super-Cobra Tone Arm Plays Every Record Size —7, 10, 12 inch . . . Every Record Speed From 10 to 85 R. P. M.!
2. Variable Speed Lets You Set R. P. M. Control For Perfect Pitch—Or Synchronize Pitch To Any Musical Instrument Or Voice!
3. Just Two Simple Controls . . . Dial For Record Size . . . Dial For Record Speed . . . PLAY!
4. Reproduction On A Radionic Wave For Truer, Richer Tonal Beauty . . . Practically Free Of Surface Noise!
5. No Needle To Change—No Extra Attachments To Adjust!

Available now in a brand new line of 1951 Zenith consoles and table models of outstanding beauty . . . quality . . . performance!

Zenith is No. 1 for '51!

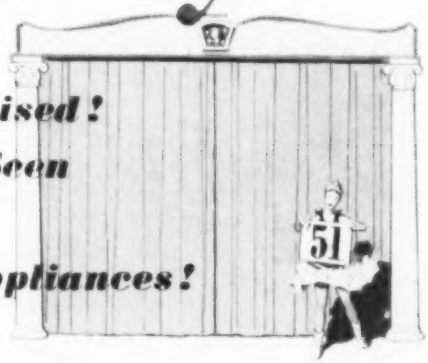
ZENITH RADIO and TELEVISION

Zenith Radio Corporation, Chicago 39, Illinois • Also Manufacturers of Radionic Electronic Hearing Aids

REGINA TWIN-BRUSH POLISHER AND SCRUBBER
Made and advertised by the largest manufacturer of twin-brush machines in America
A NATURAL for the big gift-buying season ahead!
Greatest Value Retailing at Lowest Price
DISTRIBUTORS IN ALL TERRITORIES
REGINA POLISHER TWIN BRUSH SCRUBBER
Nationally advertised in 8 leading magazines
More than 28,000,000 readers
Fall and Christmas Advertisements
in
LIFE · GOOD HOUSEKEEPING · BETTER HOMES AND GARDENS
SATURDAY EVENING POST · LADIES' HOME JOURNAL
AMERICAN HOME · HOUSE BEAUTIFUL · SUNSET MAGAZINE
THE REGINA CORPORATION, RAHWAY, NEW JERSEY
Also producers of Twin-Brush Industrial Floor Machines
The REGINA Corporation, Rahway 35 New Jersey
Please send
Name and address of distributor for my territory
Regina Polisher dealer helps
STORE NAME
ADDRESS
CITY AND ZONE
STATE
SIGNED

Dealers Wanted
P.D.Q.
We don't want All of the appliance dealers in the country—we just want the Best—
to handle The New Deepfreeze Appliance Line!
Progressive Dealers Qualify!
Frankly, Deepfreeze wants more dealers. Consumer demand for the famous Deepfreeze Appliances has been so great that open territories must have adequate dealerships. Expanded production facilities will soon increase supply of the Deepfreeze famous name Appliances that more and more consumers are asking for each year! • Deepfreeze holds the most promise! With sky-rocketing sales Deepfreeze Dealers will have a more prosperous year than ever in 1951! After you've seen all others, see the new Deepfreeze Appliance line. Hitch your business to a rising star—choose the franchise with a future!

Here's Why...



Expect to Be Surprised! Wait Until You've Seen the Outstanding NEW Deepfreeze Appliances!

There's plenty of brand-new sales appeal in *all* the Deepfreeze Appliances for 1951! Deepfreeze again scoops the appliance industry—with new revolutionary features your customers have wanted for years. The wonderful new Deepfreeze products bear the famous trade name consumers count on for dependability and quality. Appliance dealers *know* they can't go wrong when they . . . *Go Buy the Name.*

In '51—Go Buy the Name—

Deepfreeze

TRADE MARK REG. U. S. PAT. OFF.

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS

DEEPFREEZE APPLIANCE DIVISION, MOTOR PRODUCTS CORPORATION, NORTH CHICAGO, ILLINOIS

© 1950 Deepfreeze Appliance Division, Motor Products Corporation

See Your Distributor—P. D. Q.

for details about the greatest appliance franchise in 1951!

Your Deepfreeze franchise gives you a head start for greater appliance profits in 1951. Have your Deepfreeze distributor explain it in detail—find out what Deepfreeze is going to do in the coming year to help you sell! Check the national advertising program and many other practical selling aids with him. You can share in the great new Deepfreeze profits from the very start!

or Send Coupon for All the Facts!

Deepfreeze Appliance Division
Motor Products Corporation, North Chicago, Ill.

Gentlemen:

I'm interested in the greatest appliance franchise for 1951! Send me P. D. Q. the complete story.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

JOHN R. HURLEY
President
THOR CORPORATION
Chicago 50, Illinois

WHAT THE *Thor* FRANCHISE MEANS

Inter-Company Letter
THOR CORPORATION

To John R. Hurley

Dear John:

As you know, we are meeting in Chicago a meeting of divisional sales managers and the best way to share our latest products and present Thor Franchise Dealers we to start all our franchises temporarily.

As a result, no new Thor franchise dealers are being appointed now. However, we expect to resume our program in January to see whether new Thor Dealers should be franchised in some areas to replace those we have lost, worked out as well as we hoped.

We have made great progress since our Sales Conference Dealer Program begin last February. Then over 70 appliance dealers were handling Thor products. Today less than 5 Thor dealers sold the Thor franchise. We have been getting from one of our first class dealers. They seem to appear to be far ahead in the trade press. They like our franchise in showing their sales and profits. They like our franchise in showing their sales and profits. They like our franchise in showing the problems that selling their business. Even when they "grind" about not getting enough for handling, they complained our franchise in spite of what we know. We that no Thor Franchise Dealer ever lost.

The program was not as complete when we started. It is now. Most industry and the program is received. We hope to be able to add a few more qualified dealers and add the benefits and will become the distributors of a Thor Dealer Franchise.

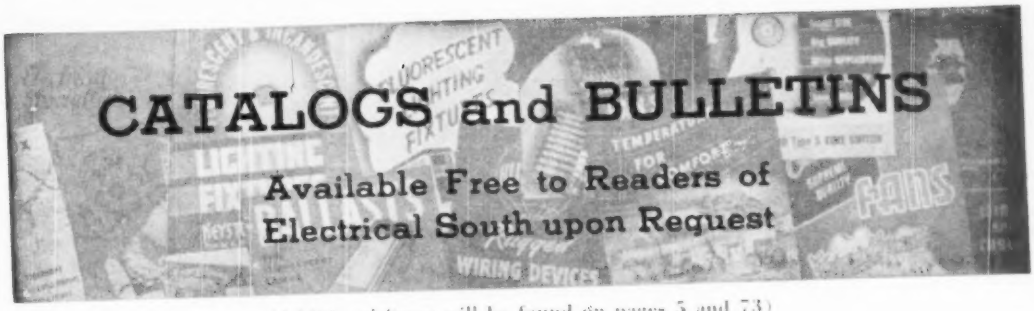
Bob

Thor Spinner Washer

Thor Wringer Washers

Thor Gladiron

M. R. (BOB) WILSON
General Sales Manager



CATALOGS and BULLETINS

Available Free to Readers of Electrical South upon Request

(Additional items will be found on pages 5 and 73)

2004—Air Conditioning Equipment. New Bulletin No. 3158 B, "Central Air Conditioning Equipment," contains comprehensive information on this type of equipment along with charts, specifications, and maintenance instructions. The bulletin has been released by Buffalo Forge Co., P. O. Box 985, Buffalo 5, N. Y.

2010—Water Heaters. An illustrated folder describing Bell Water Heaters and the ten-year guarantee and warranty is available from Adscar Mfg. Co., Napier Field, Dothan, Ala.

2012—Room and Unit Heaters. Electromode Corp., 45 Crouch St., Rochester 3, N. Y., has announced two new catalogs, each of which contains descriptions, complete specifications, illustrations of the units, and shows typical installations, as well as other helpful information concerning heating by electricity. Catalog EC-62 is the industrial catalog, and No. EC-63 is the domestic catalog.

2014—Hot Water Heaters. Informative and well-illustrated data are available from M. M. Hodges Manufacturing Co., Inc., Chattanooga, Tenn., on their line of Mertland Automatic water heaters.

2018—Electric Fans. A 28-page, profusely illustrated booklet describes in complete detail, this company's line of fans. Booklet available from Emerson Electric Manufacturing Co., 8100 Florissant Ave., St. Louis 21, Mo.

2022—Window and Attic Fans. A four-page catalog piece completely illustrated and containing descriptive information on the new low cost "all in one package" window and attic fans has just been released by the Viking Air Conditioning Corp., 5601 Walworth Ave., Cleveland 2, Ohio. Illustrations of automatic ceiling shutter and automatic electric timer are included.

2024—Electric Water Heaters. New specification sheets are now available for a full line of cylinder and table top models, featuring the Water Heater, from the White Products Corp., Middleville, Mich.

2028—Fans. Catalogs Nos. 863 and 864, just issued by Chelsea Fan & Blower Co., Inc., 630 South Ave., Plainfield, N. J., include descriptive copy, specifications, dimensions, photographs, etc., of a full line of fans for residential, commercial, and industrial uses. These catalogs include information on 17 types of ventilating and comfort cooling equipment varying in size from 12 inches to 60 inches.

2030—Electric Fans & Drills. Signal's complete line is shown in a new catalog just off the press, featuring a wide variety of desk, pedestal, exhaust, and vent fans. Literature on drills, telegraphic equipment, and motors is also available from the Signal Electric Mfg. Co., Menominee, Mich.

2032—Electric and Gas Water Heaters. Four-page illustrated folders explain outstanding features of Fowler water heaters including porcelain lining, "black heat" elements, and 5-way insulation. These folders list specifications, dimensions, and construction details, and are available from Fowler Manufacturing Company, 2545 S. E. Gladstone St., Portland 2, Ore.

2034—Electric Flat Irons. Full information on American Beauty Electric Flat Irons in a weight, a shape, a size for household, as well as every industrial and manufacturing use, is available in literature from the American Electrical Heater Company, 6110 Cass Ave., Detroit 2, Mich.

2038—Murray Ventilating Fans. A set of specification sheets is available describing the Murray line of fans including 20- and 24-inch window fans and vertical and horizontal ventilating fans. H. C. Biglin Co., Inc., 177 Harris St., N.W., Atlanta 3, Ga., is exclusive sales agent for the line which is manufactured by Murray Co. of Texas, Inc.

2040—Electric Blowers and Exhausters. Bulletin 501413 describes Types "L" and "RL" Buffalo Blowers and exhausters, manufactured by Buffalo Forge Co., P. O. Box 985, Buffalo 5, N. Y. Characteristics of the blowers, graphic charts including capacities and static pressure, and exact dimensions are all contained in the 8-page folder.

2042—Window Fans. Motor Electric & Machine Co., Inc., 3525 E. Washington St., Indianapolis 7, Ind., have available the following catalog sheets. Form 2207, which describes and illustrates each of their five Nu-air Windofans; Form 2208, describing and illustrating three-bladed and one four-blade Nu-air Quiet Propellers; and Form 2209, which illustrates the Nu-air Windofan No. RW-240 or RW-200.

2046—Household Electrical Appliances. Dominion Electric Corp., 126 Elm St., Mansfield, Ohio, offers catalog information and detailed specifications on a complete line of table appliances, called "Family Favorites."

ELECTRICAL SOUTH,
806 Peachtree St., NE
Atlanta 5, Ga.

November, 1950

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name..... Title.....

Company.....

Address.....

City & State.....

Circle numbers below. Bulletins and catalogs will be mailed promptly.

2004	2010	2012	2014	2018
2022	2024	2028	2030	2032
2034	2038	2040	2042	2046
2054	2056	2058	2064	2066
2070	2072	2074	2078	2080
2088	2090	2092	2084	2096
2098	2100	2102	2104	2106
2108	2110	2112	2114	2116
2118	2120	2122	2124	

"I believe every company should . . ."

MR. CLARENCE FRANCIS

Chairman of the Board, General Foods Corporation

"I believe every company should conduct a person to person canvass right now, for the best way to promote the sale of U. S. Savings Bonds is to put an application card into each employee's hand and allow him to reach his own decision."

As one of America's top executive salesmen, Mr. Clarence Francis knows that you sell more when you "ask the man to buy." Naturally, that means a person to person canvass of *all* your employees, but it is not as difficult as it may sound. In fact, it is very simple:

Tell your employees personally — or over your signature — why the automatic purchase of Savings Bonds through the Payroll Savings Plan is good for them and their country.

Designate your Number One Man to organize the canvass and keep it moving.

Enlist the aid of employee organizations — they will be glad to cooperate with you.

With posters, leaflets, and payroll envelope enclosures remind your employees of the many benefits of the Payroll Savings Plan. Your State Director, U. S. Treasury Department, Savings Bonds Division, will furnish you, free of charge, all the promotional material you can use.

Be sure that every man and woman on the payroll is given a U. S. Savings Bond Application Form.

Thousands of companies, large and small, have just completed or are now conducting person to person canvasses. Their reports are a challenge to every company that does not have a Payroll Savings Plan . . . 50% employee participation . . . 60% employee participation — some of them have gone over 80% . . .

All the help you need to conduct your person to person canvass is available from your State Director, U. S. Treasury Department, Savings Bonds Division. Get in touch with him.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the G. M. Basford Company and

ELECTRICAL SOUTH

2054—Fans. The C. & H. Air Conditioning Fan Co., Inc., 1301-1621 DeKalb Ave., N. E., Atlanta 9, Ga., have released an interesting 28 page booklet, "Cunningham's Supreme Quality Fans." Besides showing pictures of various models, views of operations inside the plant, and specifications, there is a section devoted to methods of installation of attic fans.

2056—Radiant Heaters. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa., has prepared a portfolio of Chromalox Radiant Heater Application Reports. In addition, the portfolio includes catalog sheets and technical data on the Chromalox "RAD" heaters.

2058—Exhause Fans. A new Emerson-Electric Exhaust Fan catalog, illustrating and describing in detail this line of fans for all types of buildings, is offered by the Emerson Electric Mfg. Co., 81st and Florissant Ave., St. Louis 21, Mo.

2064—Electric Fans. An attractive, 8-page, 62nd Season Catalog of Zephair fans has been made available by the Hunter Fan & Ventilating Co., P. O. Box 2858, Memphis 2, Tenn. A comprehensive description of this company's products is given, with complete specifications and dimensions.

2066—Shutters & Dampers. A 12-page catalog (No. 46) is available from the Elgo Shutter Mfg. Co., 2738 W. Warren Ave., Detroit 8, Mich., describing the 17 different types of shutter and dampers manufactured by them, and as used in connection with ventilating and air-conditioning installations.

2070—Zephair Fans. Hunter Fan and Ventilating Co., Inc., 400 So. Front St., Memphis, Tenn., offers a new 8-page catalog containing detailed information on the Hunter Zephair Fans, for home and industry.

2072—Reed Unit Fans. Two new 8-page booklets on unit fans have been published by Reed Unit Fans, Inc., 1001 St. Charles Ave., New Orleans 8, La. Material included in these booklets covers design, accessories and installation of the Reed window and attic fans respectively.

2074—Ventilating Fans. The complete line of C. & H. ventilating fans is pictured, with dimensions and details, in a new 24-page catalog. Described are exhaust fans, window fans, air circulators, portable and desk fans, and fan accessories such as grilles and shutters. C. & H. Air Conditioning Fan Co., Inc., 1603 DeKalb Ave., NE., Atlanta, Ga.

2078—Sales Helps. A variety of sales helps, including Sound Slide Colored Training Films, How to Sell Booklets, Consumer Pieces, Specification Sheets, Demonstration Kits, Display Cards and Promotion Kits for selling and demonstrating General Mills Home Appliances—Pressure Quick Saucepan, Tru-Heat Iron and Steam Ironing Attachments are available to dealers from General Mills, Inc., Home Appliance Dept., 1620 Central Ave., Minneapolis 13, Minn.

2080—Water Heaters. Information is available about the "SUPCO" Electric Water Heater from the Automatic Electric Heater Co., Pottstown, Pa. Literature available describes several exclusive features in the "SUPCO" line of round and table top heaters.

2088—Air Circulators. Vornado's complete line for 1950 presented in a four page, three color catalog sheet (Form 9060) includes a wide variety of desk, pedestal, tabletop turnabout, and turnabout window fans. Also available is a descriptive folder on Vornado's new turnabout casement window fan (Form 9082). The O. A. Sutton Corporation, 1812 West Second St., Wichita, Kansas.

2090—Fan Blade & Baffle Outfit. An illustrated catalog page describing their Knock Down Fan Blade & Baffle Outfit has been announced as available from S. J. Stewart (Electric), 527-31 St. Joseph St., New Orleans 12, La.

2092—Air Circulators and Window Fans. The Complete Line of Kason Floor Model Air Circulators and Portable Window Fans for 1950 is illustrated and described in a series of two color catalog sheets and envelope stuffers available to the trade. A Special Sales Manual containing product and sales information is available for use by Dealers handling Kason Products. Kason Company, Inc., 2400 DeKalb Ste. St. Louis, Mo.

2094—Marquette Refrigerators. Informative catalog pages and specifications are available from Marquette Appliances, Inc., 307 E. Hennepin, Minneapolis, Minnesota.

2096—Marquette Home Freezers. Your information on Marquette's super 6 cu. ft. capacity, their popular 11½ cu. ft. Marquette freezer and their "Big Value" super 8 cu. ft. is available from the Marquette Appliances, Inc., 307 E. Hennepin, Minneapolis, Minnesota.

2098—Marquette Electric and Gas Water Heaters. Twenty-three models assure a water heater for every need. A four page folder explains the features of the Marquett water heater line and may be secured through Marquette Appliances, Inc., 307 E. Hennepin, Minneapolis, Minnesota.

2100—Marquette Electric Ranges. An individual catalog and specification sheet is available on each of the four popular Marquette range models from Marquette Appliances, Inc., 307 E. Hennepin, Minneapolis, Minnesota.

2102—Marquette Gas Ranges. Five beautiful models covering the entire desires of any housewife featured in color and with individual specifications and catalog pages may be secured from Marquette Appliances, Inc., 307 East Hennepin, Minneapolis, Minnesota.

2104—Marquette Home Laundry Equipment—Includes Washers, Dryers, and Ironers. For well-illustrated catalog pages that bring out the features and selling points of this popular priced laundry equipment write to Marquette Appliances, Inc., 307 E. Hennepin, Minneapolis, Minnesota.

2106—Fan and Centrifugal Blowers. Catalog No. 513 B. Vital specifications 1950 Fresh Air Maker Fans Hi Duty Centrifugal Blowers. Attic, Portable, Window, Exhaust fans. Single and double inlet blowers. Ventilating Division Schwitzer Cummins Co., 1127 Mass. Ave. Indianapolis, Indiana.

2108—Household Refrigerators. Farm and Home Freezers, Electric Ranges. Complete information regarding Coderator Space-saver "motor on the back" refrigerators, a revolutionary new combination freezer-refrigerator and automatic seven heat push-A-Button electric ranges. White Coderator, Duluth 1, Minnesota.

2110—Select A Range. Landers, Frary & Clark, New Britain, Conn. Eight page folder giving full information on Universal's revolutionary new Select-A-Range with the Convenience Level Oven. Illustrates various parts of range as Royal Barry Wills kitchens and tells how to install it.

2112—Oil Heaters. An elaborate colorful 16 page catalog, entitled "Neocentrol Heating", describing and illustrating the complete Neco line of Fuel Oil Heaters and Kerosene Heaters, is available from the National Enameling and Stamping Company, 270 N. 12th St., Milwaukee 1, Wis.

2114—Electric Heatauers. A new, colorful, twelve page booklet from Markel Electric Products, Inc., 145 Seneca St., Buffalo, N. Y., unveils a complete line of wall-attachable, well-recessed, and portable heaters. Heatauer models for every room in the home and other applications are described.

2116—Replacement Heating Units—For electric water heaters. Information on the complete line of various wattages, voltages, and shapes of water heater units of the Immersion Type can be obtained by writing to Tuttle & Kitt, Inc., 828 N. Monitor Ave., Chicago 39, Illinois.

2118—Electric Fans. Robbins & Myers, Inc., Springfield, Ohio offers an attractive, 20-page illustrated catalog covering outstanding features, design details, and performance ratings of R. & M. domestic, commercial, and industrial fans for 1950. Special material available covering new 10" and 12" desk fans.

2120—Everhot Electric Housewares. Colorful literature and full information is available showing the complete line of Everhot Electric Housewares including Roasters and their accessories, Rotisseries, Heater, and Heater Fans, Rangette and Electric Blankets. This literature lists specifications and is available from Swartzbaugh Mfg. Co., 1336 W. Bancroft St., Toledo, Ohio.

2122—Surface Heating Units For electric ranges. Complete information on fitting the famous TK Monotube Electric Range surface heating units into all types of electric ranges can be obtained by requesting the replacement manual from Tuttle & Kitt, Inc., 1525 N. Monitor Ave., Chicago 39, Illinois.

2124—Evaporative Air Coolers. Home and commercial. Essick Manufacturing Company, 1970 Santa Fe Avenue, Los Angeles 21, California, offers its complete line of eighteen models, ranging from 1500 CFM one room fan type coolers to 12,500 CFM industrial building coolers. Featured this year is the Revolutionary Four In Two, completely self contained washed air room cooler. Write for further information.

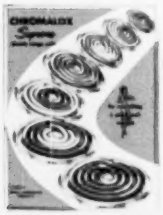
Stumped for a Sales Clincher?

with the RIGHT ANSWER to questions most prospects ask...

- Are the surface units economical to operate?
- Are they fast?
- Are they easy to clean?
- Do they keep kitchen heat down?
- How long will they last?
- Is maintenance expensive?

and PROOF to back you up

Free Chromalox literature gives you convincing, selling answers to prospects who ask about every detail of *modern* electric surface cooking. Make selling easier and faster by knowing all the Chromalox advantages and the why of Chromalox design.



It's easier to sell the best! Use this bulletin to point out all of the modern sales-clinching surface-cooking advantages of Chromalox equipped ranges.

And here's a comprehensive 24-page booklet that shows the way to more sales in the fast-growing electric range market.

Write for YOUR COPIES TODAY!

CHROMALOX *Supreme*

for everything a good cook expects

EDWIN L. WIEGAND COMPANY

7600 Thomas Boulevard • Pittsburgh 8, Penna

RC 47

Stock Chromalox Supreme Units for Modernizing Any Electric Range

C. B. Rogers, 3000 Peachtree St., N. E., **Atlanta, Ga.**; E. R. Ward Co., 2711 Commerce St., **Dallas 1, Texas**; 932 M & M Bldg., **Houston 2, Texas**; 1331 Louisiana St., **New Orleans 15, La.**; 1819 So. Boston St., **Tulsa 5, Okla.**; W. R. Phillips, P. O. Box 2361, **Raleigh, N. C.**; W. R. Phillips, Jr., 3128 Lamb Ave., **Richmond 22, Va.**

Are You Making Use of Our Reader Service?

The editorial and business staff of ELECTRICAL SOUTH is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, application information booklets, and technical publications. These are available without charge.

Check over the list of publications available, circle the numbers of the ones you need, and mail the coupon to us with your name, title, company and address plainly written. We will tell each manufacturer to send directly to you the information you want.

•

The staff of ELECTRICAL SOUTH will be glad to help you with other problems. They will obtain expert advice for you on both technical and business problems. The services of a number of consultants are available. Whether your problem relates to sales promotion, lighting or wiring layouts, applications of the National Electric Code, or equipment application, it will receive careful attention.

•

Address your requests to:

Reader Service
ELECTRICAL SOUTH
806 Peachtree St., NE
Atlanta 5, Ga.

Now that Westinghouse has taken the wraps off a brand-new Electric Blanket, only Westinghouse dealers can offer a complete selection of all 3 types of electric bed coverings. You can offer this selection, Mr. Dealer, with only 7 items! Why only 7? Because that is all it takes to offer customers:

1. **A Choice of All Types**
   of electric bed coverings.
2. **A Choice of Colors**
   in Blankets . . . and Comforters.
3. **A Choice of Use**
   on double or twin beds.
4. **A Choice of Controls**
   either single or dual Blanket Controls.

(Blanket Controls are packed separately to give you this flexibility without doubling your inventory.)

YOU STOCK ONLY 7 ITEMS

3 BLANKETS . . . . . One of each color
3 COMFORTERS . . One of each color
1 SHEET . . . . . One color only
TOTAL 7 ITEMS to sample and display the complete line.

4 PROFIT-REASONS WHY IT PAYS TO STOCK AND SELL WESTINGHOUSE ELECTRIC BED COVERINGS

★ The only complete line: Electric Blankets, Electric Comforters, Electric Sheets
★ Minimum inventory—only 7 items
★ Selling features not found in any other line
★ A line with a price range for every purse

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division **Mansfield, Ohio**
Plants in 25 cities . . . Offices everywhere

YOU CAN BE SURE..IF IT'S Westinghouse

Films sponsored by manufacturers present merchandising pointers

TOWN MEETINGS

◆ HAVING MADE the dealers' business their business, 17 of the leading television set manufacturers, with the joint sponsorship of the Radio - Television Manufacturers Association, have undertaken a co-operative, non-competitive approach to the problem of helping the dealer maintain his business health.

The approach is based on a study undertaken by the R-TMA a year ago to determine how to give today's television dealers—large and small—the best expert advice on sales and business management subjects.

The study recommended that associated manufacturers underwriting the project should pattern it after the Town Meetings of Radio Technicians sponsored by the R-TMA in 1948 and 1949—non-commercial, non-competitive, technical meetings at which the industry presented to radio technicians the latest information on servicing television.

1. DON'T —
Television manufacturers are trying to educate their dealers to put their best foot forward, keep their customers happy with good service, and sell more. A hazy description of the set in which they are interested, and a cluttered store interior such as this one tend to drive the customers away.

2. DON'T —
Toward the time they'll have to work to sell television sets, the nation's retailers are being urged to treat today's bonanza like tomorrow's competition. This scene echoes the advice, "Never sandwich a set between other appliances if you want it to look its best."

3. DON'T —
A cluttered store front just makes it tough for the customer to buy — and tough for the dealer to sell.

FOR TV DEALERS

As a consequence, the industry undertook the present full-scaled effort to help stimulate retailers of radio and television sets to become better businessmen and better salesmen.

In doing so, the co-operating manufacturers and the R-TMA

4. DO —
Many purchasers of television sets have been unhappy — all because they never were told how to tune their sets properly. To please the public easier, help them understand set operation.

5. DO —
A maxim dealers might adopt who want to stay in business and keep their customers contented is, "Let your customer take his time and buy the set he really wants in comfort."

6. DO —
An attractive show window is clean and neat.

decided to turn to a familiar educational medium—the slide film. Four of these were produced on the subjects of better business management, better merchandising, when and how to operate a profitable—and effective—service department, and selling.

The films were to be shown under the sponsorship—and, for local costs, at the expense—of distributors representing the 17 set manufacturers. They were to be shown in—or near—the 69 cities with television stations. Every dealer was to be welcome to attend, at no cost to himself. No sets were to be exhibited, nothing was to be sold.

What are the Advantages of a Washer Clinic?

Advertisements in neighborhood papers, long range results from these promotions increase traffic 70 per cent

by Beatrice Miller

◆ A THREE-DAY washer clinic that drew 200 women from the neighborhood to Dowd's Chevy Chase Radio and Electric Company, in Washington, D. C., initiated a series of experimental promotions that have accomplished the set purpose of increasing store traffic and gaining for Dowd's a wider reputation in the community for its services and facilities. The resulting sale of several washers, ironers, and small appliances as well as records added proof that the experiment was promotion in the right direction.

These homemakers are being taught how to operate the appliances they already have, not necessarily what they are missing by not owning others. This helpful information creates good will that lasts for a long time.

Promotion for the Clinic

A week before the washer clinic was held Dowd's placed an advertisement in the *Neighborhood Shopping News*, which reaches 25,000 homes by direct mail. Believing that the event would stir little interest if advertised in the local dailies, Dowd's did not make use of the Washington papers. Simultaneously 1,000 large postcard invitations in bright yellow were mailed out. The mailing list had been compiled from a cooking school held the previous year, from names submitted by salesmen, and from their list of regular customers.

A few days before the washer clinic, one out of 10 persons to whom an invitation was sent, or approximately 100 people, were called by telephone by the junior salesmen to assure a core of attendance. The printed invitation was run in the *Shopping News* a day or so before the party as a final reminder.

A case of Rinso, six boxes of Rinso, and 10 pounds of a detergent were named as attractions for customers in attendance, and $10 credit was extended on every washer purchased within a 30-day period by guests of the washer clinic.

During the three-day washer clinic, one-hour sessions were held in the mid-morning and mid-afternoon. The program opened with a talk by one of Dowd's salesmen presenting a little of the store's history, the various services and facilities it offered, its reputation for integrity, and its purpose of serving the commu-

nity. Following this 10-minute talk came the demonstration of operating a washer by a manufacturer's home economist.

Several customers and salesmen at each session brought in their laundry. The demonstration closed with a short talk by a Dowd salesman reminding the 50 - 60 visitors of the $10 credit on every washer purchased.

Refreshments of soft drinks and cookies were served after the session by the salesmen who circulated among the women discussing the operation of washers.

Sales Results

Direct sales resulting from the sessions approximated 11 washers and three ironers. Only a few of these sales took place directly after the clinic. Results are actually still not final since only a few days ago a woman who had attended the clinic several months ago ordered a washer sent to her home.

"You cannot expect a huge volume in direct sales as a result of a clinic," asserted William A. Berger, sales promotion manager. "The fact that you bring women from the neighborhood into the store and let them know what the store sells and the services it has to offer is accomplishment in itself. This we find is worth more than any other type of promotion."

Mr. Berger experimented with the washer clinic as a traffic builder. Finding it successful, he has since had three other similar clinics: one a deep freeze clinic for young married couples, another a homemaker's clinic demonstrating several major household appliances to an older group of churchwomen, and a third for young mothers demonstrating washers.

Costs of these clinics are small, Berger pointed out, compared to the invaluable benefits. With the co-operation of the Rinso Company, the cases of Rinso were obtained at a negligible price. Heat lamps which retailed at 75 cents were obtained at a few cents apiece, and 200 were presented to those in attendance at little expense. The advertisements run in the *Shopping News* amounted to $60; approximately $20 was spent for the invitation postcards including labor; $10 for postage; and $24 for refreshments.

Using the $10 credit offer as an approach, salesmen initiated a follow-up on all registered participants. The follow-up brought about the sale of some of the

(Continued on page 101)

"You cannot expect a huge volume in direct sales as a result of a clinic," states William A. Berger, sales promotion manager of Dowd's. "The fact that you bring women from the neighborhood into the store and let them know what the store sells and the services it has to offer is accomplishment in itself."

Selling Not in Discard Yet

◆ THE BUYING SPURT that followed the Korean incident does not appear to be maintaining its impetus. In some areas it produced shortages of certain appliances, and many dealers concluded that they were back in a "seller's market."

A survey just completed by ELECTRICAL SOUTH shows that the situation is returning to about what it was before that international incident set off a chain reaction among electrical appliance prospects. There is evidence that business was improving even before the Korean war began. With employment at an all-time high, combined with new housing construction at a peak in number of new homes started, it was only natural that business in major appliances would be improving.

The opinions of southern appliance dealers as to the state of the appliance market are summarized in a survey made in the latter part of September. Dealers were asked:

"When the demand for appliances exceeds the supply, and a dealer's big problem is to get the appliances rather than to *sell* them, we call that a 'Seller's market.' We know that such is the case with certain appliances, but would like to have your opinion on certain others."

The tabulation shows the percentage who reported that their biggest problem was getting rather than selling:

Appliance:	Per Cent
Ranges	78
Refrigerators	76
Washing Machines	68
Radios	58
Home Freezers	51
Water Heaters	49
Televisions	9
Dishwashers	9
Irons	9
Food Mixers	20
Space Heaters	75
Waste Disposers	13
Clothes Dryers	13
Ironers	13
Electric Humidifiers	13
Roasters	9
Vacuum Cleaners	6
Heating Pads	6
Electric Blankets	3

Want to stimulate traffic in your store? This dealer utilizes a "bird dog" system

How to Utilize Part-Time Salesmen

by Baron Creager

♠ This minute of this year, there were 222 "bird dogs" at work for The Radio Center, volume appliance dealership in New Orleans, and the "bird dogs" were accounting for at least 50 per cent of store volume.

In this sense, of course, "bird dogs" are part-time salesmen or saleslades, who are part of the system built up in the past five years to the complete satisfaction of two partners who are convinced that in the recent season they sold more television sets than any other dealer in the Crescent City.

George Marcuse and L. K. Levy, the partners, would just as soon have 500 "bird dogs" at work. In fact, when he was previously in business in Panama, Marcuse had half a thousand "bird dogs" and their production was so excellent that he has been a devotee of the system ever since.

Details of System

A Radio Center "bird dog" absorbs all the training he or she has time for within the period of a week, then goes on a practically cold, door-to-door canvass, equipped with a door-opener. There is no restriction on territory to be worked.

Each "bird dog" draws a 10 per cent commission on each sale made as a result of his effort. Each draws a supply of business cards on which he writes his name. A card is left on each contact. If this contact results in the prospect going to the store and making a purchase within 15 days of the contact, the "bird dog" is protected if the purchaser presents the card or even so much as mentions the "bird dog's" name.

"Just today I hired a new 'bird dog,'" said Marcuse, "which makes a total of 222 working. Some of them do pretty good for themselves. Some don't. It depends on the individual, what other work he has to do and personal enterprise. But I want even the 'bird dogs' that don't do so well. They are constantly getting evidence of what they can do.

"This new man will do all right, I believe. He has been making $50 a week selling bottled soft drinks. He has it figured out that he can make much more, maybe even $500 a month, selling appliances for us on a straight 10 per cent commission.

"Naturally, all these part-time salesmen never all get together, but we have a general sales meeting once a month and our biggest attendance was 125. Those who don't make it one month will make it the next, so we eventually get most of them in here."

Among the 222 there are people from a great many walks of life. Milk men make excellent "bird dogs." So do insurance men, according to Marcuse. Hardly any of the 222 have any previous experience in appliance selling, but they are types willing to speculate with their time and, therefore, possess ingenuity, courage, and learn fast. Even the mediocre "bird dogs" are valuable. They have friends.

Yet the least successful of the small army eliminate themselves through the operation of The Radio Center system.

"We don't simply just turn them loose on the community without keeping tab on them," explains Marcuse.

"In addition to giving them a certain amount of supervision, we require them all to make daily reports of their work. These reports are dropped in at the store or mailed in as convenience dictates. Of course, some of our 'bird dogs' won't have anything to report on for a week, maybe several weeks at a time. But the system works to such an extent that two file clerks are required to handle the volume of daily reports received.

"And elimination of someone not suited to 'bird-dogging' comes naturally. If one is not producing over a long period of time, he or she perceives that there is no point in continuing."

Salesmen's Numbers

In The Radio Center system, each "bird dog" has a number. This simplifies the bookkeeping and record work involved and numbers are freely used by both the outside part-time force and those in supervisory capacities. If number 221 needs a new supply of literature, he calls into the store, gives his name and adds the number, and reports the circumstances. If he needs help to close a prospect, the inside sales manager on duty, or one of the regular floor men, is obligated to see that such help is provided.

At the end of each month, commissions are paid on sales made between the first and 15th of that month, and sales made between the 15th and first are paid the 15th of the following month. It is on such payoff days that management takes a look at the performance of "bird dogs" low in the scale of income and activity.

(Continued on page 100)

The demonstrator machine and full use of the display package added up to this eye-compelling window of Appliance Center, Baltimore, Md.

The simplicity, full use of display package, and exhibit of the machine's vital features won a prize for this two-panel window of Ernest A. Houssiere, Inc., Jennings, La.

WINDOW DISPLAY IDEAS

Gleaned from Easy Washing Machine Display Contest

(Upper right)
Newman's, of Enid, Okla., used bold display and an effective "before and after" scene to cop one of the prizes.

(Lower right)
A before and after scene that would stop any housewife! Plus a demonstrator machine in action earned a prize for Dailey's, Inc., Durham, N. C.

by David Markstein

MAKE SURE THEY LIKE YOUR SERVICE!

Advertising gets the customers; good public relations keeps them

◆ IT WAS ten o'clock on a cool, crisp fall morning. The telephone shrilled in a neat home located in uptown New Orleans. Leaving her bed making, the housewife padded on the bedroom slippers she had not yet changed to the hall where the phone was located, and picked it up.

"Good morning," she heard, "Mrs. Smith? This is Stephen Asprodites, at Mid-City Radio and Television Service. We delivered your radio three days ago, after repairing it. I just want to make sure that it is performing just as you'd want it to perform, and that you are getting complete satisfaction from the quality service job we did. Everything is fine? I'm glad to hear it, Mrs. Smith. If you do have any trouble—and I am sure you won't—do not hesitate to call us. And remember the Mid-City Radio and Television Service whenever we can help you. Thanks, Mrs. Smith, and goodbye."

Purpose of Calls

Whenever a radio or a television set is repaired at Stephen Asprodites' Mid-City Radio and Television Service, 1434 South Carrollton Ave., New Orleans, Mr. Asprodites makes a note of the delivery date. Then, two or three days later, he calls the customers to find out how they like his work.

"We get a few beefs—sure," he says. "You will always find a few customers who will be dissatisfied with anything. And, this being the kind of world it is, faulty jobs will come out of the best shops now and then.

"The purpose of these calls is twofold: first, if it does happen that something is not quite up to scratch—or the customer thinks it is not—I want the opportunity to make a friendly adjustment. I want him to end up by thinking that the Mid-City Radio and Television Service is the greatest place in the world with which to do business. If he has a gripe, I would rather he told it to me than to my competitors—and to his friends.

"The second objective of the calls, however, is probably more

After a radio or television set has been repaired at Mid-City Radio and Television Service, New Orleans, Stephen Asprodites, the owner, calls the customer to be sure he is satisfied with the service job Mid-City did. If he is not, an adjustment is made; if he is, then Asprodites has assured himself of some return business.

important, because we have a good shop here, we do good work, and it is actually mighty seldom that the customers have a gripe against us, legitimate or otherwise. I want to build up a warm, personal friendship between myself and every customer for whom we do work. I want them to come back to the Mid-City Radio and Television Service next time and I want them to tell their friends, 'Say, Joe, I know just the place for you to take that old radio—Mid-City Radio and Television Service. They are located right over on South Carrollton Ave., and they did a mighty good job on my set.'"

Mr. Asprodites believes that this kind of bearing down upon selling the shop as well as its service to customers and prospects is responsible for the fact that he is at present looking around for another location. A bigger one, where he can handle the increasing volume that streams in—despite the general leveling-off conditions of the business.

"In fact," says Mr. Asprodites, "we have already outgrown two previous locations. The Mid-City Radio and Television Service has been in business since 1930. Back then, you had to be aware of the need to sell yourself to the customer, or you did not stay in business long.

"Now, we are looking for a fourth location because our volume is going up all the time. We are very fast outgrowing this store and shop."

How Store Location Picked

When Stephen Asprodites considers the possibility of moving into a new, bigger location, he keeps in mind one thing. "It must be in the Carrollton section of New Orleans," he says. "That's the extreme uptown end of the South's largest city. Although we do a fairly large volume in other sections of the city, thanks to continuous advertising in the daily newspapers and over the air, Carrollton means most of our business to us. That is natural. For it is in Carrollton that we have been able to do the most thorough job of selling the Mid-City shop to the radio and TV set owners."

Mr. Asprodites is a believer in going out and getting the customer, as well as in keeping the same customer sold once he has been persuaded to have a radio or television set repaired at Mid-City. (The firm also sells new sets, but "the foundation of its business is in service, repair and maintenance work.)

Once or twice each month, advertisements for the Mid-City Radio and Television Service appear in one or another of New Orleans' three daily newspapers. "We have found that using the citywide dailies is a better bet than using neighborhood throw-away papers," Stephen Asprodites points out.

"When we buy space in the daily papers, we may be what some people call wasting a certain portion of the circulation because many of the papers are sold and delivered in remote suburbs of the city where the residents could not conveniently bring their radios to us, and in the outlying small towns in the city's trading area.

"But I have found that the daily papers are still the cheaper, as compared with a neighborhood paper, when the results from the advertisements are tabulated. And results are still the only way to stack one advertising medium against another. Besides that, it is possible for us to get a portion of this so-called outlying trade because our two trucks can make pickups anywhere in the city proper, and in one or two of the small towns on the fringes of New Orleans. In our newspaper advertisements, we try to stress the idea of merely telephoning us, instead of bringing in the radio.

"On top of the newspaper insertions, we use weekly spots on local radio stations. Like the daily newspapers, these reach all sections of the city, and not the Carrollton section alone. But we are sure of one thing in using these citywide advertising media: we are definitely going to reach the Carrollton residents (and we get the others as a sort of present). The daily papers are paid for; the throw-aways are not. So it is a good assumption that they are

(Continued on page 100)

How to Get Top Priority With Your Distributors

by J. E. Bedford

◆ ALLOCATIONS are made on the basis of some system that distributors believe to be adequate. But, in addition to the regular allotment system, there is always the personal element that enters into the distribution of short merchandise. Here are some suggestions for a policy that will help electrical appliance dealers get top priority on merchandise:

1. Handle all suppliers' invoices promptly.

2. Don't take discounts after the discount period.

3. Don't make unnecessary returns.

4. Receive authorization before returning any stock to suppliers.

5. Don't try to buy favors from distributors—bribery isn't profitable in the long run.

6. Don't try to hoard short stock—buy needed stock and avoid speculation.

7. Develop plans for business expansion after the present crisis is over.

8. Divide promotional effort among the various lines stocked in the store.

9. Present a strong case to distributors for unusual needs—defense work, increase in population, or government orders.

10. Cultivate alternate suppliers for merchandise stocked in the store as profit and supply insurance.

Following this policy in all vendor relations will keep the fighting on the military front—not in the appliance market fighting for more hard-to-get stock.

Can Housewares be Profitable?

Yes, answers a Texas store — if you have a variety of price ranges and lines so that everyone is a prospect

by C. Thomas

F. S. Bonner, right, department manager, Henke & Pillot's Number 2 store, Houston, Texas, lets this customer sell herself on an electric toaster. By showing her different priced items for comparison, claims Mr. Bonner, the customer quickly decides, saving time for the customer as well as for the salesman.

◆ "The increased interest in electrical housewares," says F. S. Bonner, department manager, Henke & Pillot's Number 2 store, Houston, Texas, "has induced us to give them the best spot in the department!"

True, electrical housewares items head up the department—a space that was formerly given to displaying photographic equipment.

Before continuing, you may like to know that Henke & Pillot operate a chain of 30 super markets in this area. As alert, progressive merchandisers they are rated with the nation's best. Once they assure themselves certain lines are in popular demand, they figure out the best possible way to cash in on them.

"We have found," said Bonner, "that there is a constant daily demand for electrical housewares items. And, furthermore, we know from experience that all people do not think alike—and will not accept any one product as the answer to their individual needs."

Bonner was referring to the mistake of handling one line exclusively, or lines within the same price range.

"As dealers, we can't afford to force our personal preferences on the customer," he said. "While we, ourselves, may be quality conscious, we can expect many of our customers to be price conscious. And that doesn't mean that price conscious people will be satisfied with inferior products. Far from it! Those who cannot afford the best still want their money's worth."

Mr. Bonner went on to explain that many customers living temporarily in quarters are reluctant to buy the most expensive, knowing they will pack and unpack many times before they get settled permanently.

"For that reason," Mr. Bonner said, "they are more interested in the functional use of the item rather than its refinements and convenience features."

This points up the fact that while some customers demand the best, there are others who demand less expensive items. It's just good business to have lines that fulfill both needs, for, undubitably, they both exist. "What's the advantage of satisfying one group of customers in favor of another?" Bonner asked.

Importance of Buying

Operating in this manner requires shrewd buying, not so much selling skill.

"On nationally advertised brands that the customer is acquainted with," said Bonner, "the style and design are of first im-

(Left) Turning aside, this electric clock customer decides for herself if this one will suit her purpose—or should she buy a larger, more expensive clock? Bonner does not urge her to buy until she has fully made up her mind. Note that clocks are protected from dust in the glass-enclosed wall case—where they will look fresh to the customer.

one sale. They want repeat customers. "If one sale doesn't beget another," said Bonner, "we haven't gained, we've lost—not another sale, but a potential customer."

Emphasis on Display

It is not uncommon to find electrical housewares being displayed on open-type display units in other stores. They are subject to everyone's handling and, often, allowed to collect dust and soon look shop worn. If they are considered orphans of major appliances, why divulge this thinking to the public?

Thinking of the customer reflects in displays at Henke & Pilbot. "As you can see," said Bonner, "all our items are protected and displayed in glass enclosed showcases. This factor alone enhances their value in the custom-

(Continued on page 99)

(Right) These glass-enclosed cases are a merchandising accessory, claims Bonner, for they assure the customer that her new appliance was well protected.

portance. On the other lines the first question asked is 'Do you guarantee this?'"

Assured that the store stands back of the product, the sale is quickly made. Stepup selling is purposefully avoided. "We are satisfied that the customer found what she wanted at a price she was prepared to pay," said Bonner. "And we know the customer is satisfied, and will return."

This organization does not narrow itself down to thinking of

by Laurence H. Bugg

•

Carlton (left) and Haynes (right) Wicker, owners of Wicker Electric Co., Rome, Ga., shown here studying a floor model of an electric dishwasher, find that dishwashers sell almost as well as refrigerators when actively promoted.

WHAT TO EMPHASIZE IN SELLING DISHWASHERS

These dealers capitalize on relieving the homemaker of the most distasteful household chore

♦ HOW TO SELL electric dishwashers is a problem facing many dealers. Active promotion of this product has been spotty despite a rising demand. An example of successful selling in this line is provided by Wicker Electric Company, Rome, Ga., who last year sold almost as many dishwashers as refrigerators. According to their distributor, they sold more dishwashers in their franchised line than any other dealer of similar size in Georgia.

The Wicker brothers, Carlton and Haynes, operate as a partnership at 538 Broad St. Employing two other outside salesmen, they were able to chalk up a total sales volume of $286,000 last year in a city of 29,000 population. The two brothers opened their own appliance store on November 1, 1944, after years of service with the Georgia Power Company (Carlton was a district sales manager).

"We sold dishwashers as soon as they were available," says Carlton Wicker, who handles sales while his brother heads the service department. "We like to sell labor-savers, and dishwashers open the door to sales of disposal units, kitchen cabinets, and occasionally a complete electric kitchen. One kitchen unit we sold was priced at $2,200."

Although dishwashers, according to the Wickers, often require service, lessening profits, they make friends for the company, as they relieve the housewife of the "most distasteful household chore."

Among the selling points on dishwashers emphasized by the Wicker brothers are cleanliness, ease of operation, time-saving, and sanitation, but the chief attraction is its labor-saving. With domestic help more expensive—colored maids asking $20 a week instead of $6 as formerly — the dishwasher has an economic value.

Installation of a dishwasher or a sink and dishwasher combination can be made for a flat rate of $25, as the Wickers have an agreement with a plumber to that effect. "It's a good idea," says Carlton Wicker, "when the customer asks how much installation will cost, to be able to quote a set rate, instead of saying, 'I don't know what the plumbing cost will be.' Not only that, but plumbers are seldom sales-minded and occasionally aggravate the prospect."

Carlton Wicker further emphasized that a dealer and his salesmen should each own and use a dishwasher to be able to talk about it convincingly.

For customers who buy on time, the Wicker brothers offer terms of 10 per cent cash with 24 months to pay the balance and

(Continued on page 100)

News Roundup

Regulation W Requires Registration Statements

◆ EVERY business making installment sales of articles listed in Regulation W must file a statement with the nearest Federal Reserve Bank before November 17. He will then be licensed to extend installment credit.

Every person who was subject to Regulation W on September 18, 1950, is required to file a Registration Statement on or before November 17, 1950, whether or not such a statement was filed under Regulation W as in effect prior to the effective date of this regulation. Every person who becomes subject to the regulation after September 18 is required to file a Registration Statement within 60 days after the date on which he becomes subject. Failure to file a Registration Statement is a violation of the Regulation.

A Registration Statement should be filed by any person who is:

(1) Making automobile installment loans or installment sales in a principal amount of $5,000 or less; or

(2) Making installment loans or installment sales in a principal amount of $2,500 or less involving other articles listed below; or

(3) Making installment loans in a principal amount of $2,500 or less for other purposes; or

(4) Discounting, purchasing, or lending on obligations arising from installment sales or installment loans of the kind described in 1, 2, and 3 above.

Each separate legal entity, whether individual, partnership, or corporation, must file a separate Registration Statement, regardless of affiliation with other businesses. If the business has branches, one Registration Statement filed by the main office is sufficient. Such statement shall be filed regardless of whether or not the Registrant has filed such a statement under Regulation W as in effect prior to June 30, 1949.

Copies of the Registration Statement and copies of Regulation W may be obtained from The Federal Reserve Bank of Atlanta or any of its branches located in Birmingham, Jacksonville, Nashville, and New Orleans.

The Board of Governors has announced Amendment No. 1 to Regulation W, effective Monday, October 16, reducing the maximum maturity on installment credits from 21 to 15 months for automobiles and from 18 to 15 months for appliances and furniture.

The minimum down payment on automobiles remains at one-third; the down payments on appliances are increased from 15 per cent to 25 per cent and on furniture from 10 per cent to 15 per cent. The maximum maturity on home improvement credits remains at 30 months and the minimum down payment at 10 per cent. Down payments will now be required on all articles costing $50 or more instead of $100 or more.

Production Pace Predicted to Continue

◆ APPLIANCE PRODUCTION of the General Electric Company will continue at its record-breaking pace through December but will drop off about 20 per cent in 1951, H. L. Andrews, vice-president in charge of the company's appliance & merchandise department, predicted recently.

"Although the supply of materials is tightening," he said, "we foresee nothing that will interfere with our scheduled production during the final quarter of this year. Our factories should continue running at the rate maintained in the second and third quarters. Consequently, there should be plenty of appliances available for the Christmas trade, although shortages may continue in the most popular housewares lines."

General Electric's output will hit a new high of approximately 12,000,000 appliances in 1950, Mr. Andrews said, pointing out that this is the equivalent of one appliance for every three wired homes in the United States. In 1951, however, because of the diversion of materials to the rearmament program, appliance production will be somewhat less but should approximate the 1949 output.

Despite this decrease, Mr. Andrews said, "there is a very definite possibility that the appliance industry will have to do a more intensive advertising and merchandising job next year than at almost any time since the war."

Having just returned from a series of meetings with Mid-West distributors and retailers, he reported that appliance sales at the retail level are already slowing slightly.

"We still have a substantial backlog of orders to be filled," he said. "But the end of the scare-buying spree and the advent of tightened credit controls and higher income taxes will almost certainly call for much harder selling."

Roaster Users Pass 3,000,000 Mark

◆ THE NUMBER OF American homes now using electric roasters has passed the 3,000,000 mark on the strength of sharp sales increases during the past year, William Howlett, executive vice-president of Nesco, Inc., said recently.

Howlett said national sales of roasters jumped 17 per cent to 160,675 in the first half of this year, compared to 128,000 in the first half of 1949.

He said there were 2,830,000 electric roasters in homes as of January, 1950, so that "it is now likely that the number has gone considerably beyond the 3,000,000 mark."

"The sales increase indicates to us the growing acceptance by housewives of the unit's time-saving efficiency as a cooking instrument and the decided advantage of a roaster in reducing kitchen heat. Housewives also like the fact that a complete dinner can be prepared in a roaster in a short time," Howlett said.

Nesco is predicting another boost in sales during November and December, if enough raw materials are available to continue a normal rate of civilian production. December and November usually account for 25 per

cent of the year's sales, Nesco said. Surveys show a swing in preference to expensive 18-quart models with floor cabinets and broilers. This type made up better than 50 per cent of the firm's recent sales.

Nesco also reported that 25 per cent of these sales included a unit with a clock timer which was introduced on models last year as a special Nesco feature.

◆ IN LINE WITH the recently inaugurated distributor to dealer sales policy, the Kalamazoo Stove and Furnace Company has announced a number of jobber appointments to handle their home appliance line including electric and gas ranges, refrigerators, freezers, and washers. Among the appointments are the following: Graybar Electric Co., Little Rock, Ark.; Townley Metal and Hardware Co., Kansas City, Mo., and Oklahoma City, Okla.; Gulf States Distributing Co., Birmingham, Ala.; Hermitage Electric Supply Co., Nashville, Tenn.; and James-Stevens Co., Albany, Ga.

Also included in the new appointments, announced by Robert E. Mercer, sales manager of Kalamazoo, are Hollander & Co., Inc., St. Louis, Mo.; Midland Specialty Co., El Paso, Lubbock, and Sweetwater, Texas; Woodward-Wight Co., New Orleans, La.; Carolina Appliance Co., Charlotte, N. C.; McGowin-Lyons Hardware Co., Mobile, Ala.; and Thurow Distributing Co., Jacksonville, Tallahassee, and Tampa, Fla.

Distributors Ask FCC To Postpone Color TV

◆ THE POSTPONEMENT by the FCC of any decision to determine a color television system of a type that would not permit picking up color telecasts in black and white has been requested by the National Association of Electrical Distributors.

In a telegram to FCC chairman Wayne Coy, Benjamin Gross, vice-president and chairman of the appliance division of NAED, said that postponement of the decision until July, 1951, was needed to enable manufacturers, distributors, and retailers to give this complex subject the further careful study its tremendous importance demands.

Mr. Gross' telegram read:

"Representing all members of National Association of Electrical Distributors who deal in radio and television and, indirectly, 25,000 television retailers and servicing organizations who are customers of these members, we earnestly urge postponement of any decision to determine color TV system of a type not fully compatible.

"Our studied opinion is that postponement of the decision as recommended by Commissioner Hennock until July, 1951, will enable manufacturers, distributors, and retailers to give the subject the further careful scrutiny and study which its tremendous importance demands, and will en-

Industry Official Advises No Advertising Slowdown

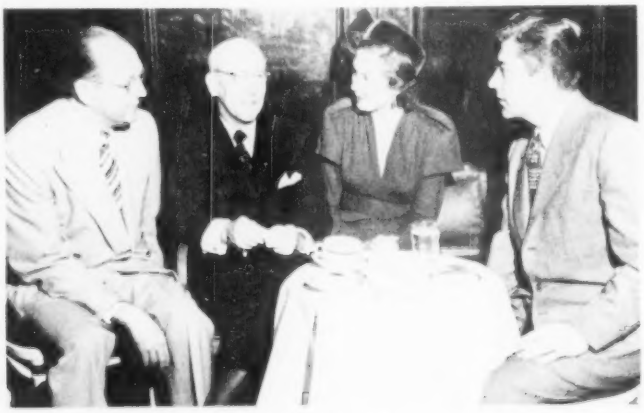
◆ MANUFACTURERS AND retailers who continued their sales, advertising, and promotion programs in full effect when the international crisis brought a temporary "seller's market" have greatly strengthened their competitive positions in their fields, W. A. Blees, vice-president of Avco Manufacturing Corporation and general sales manager of its Crosley Division said at a recent Crosley dealer meeting in Atlanta.

More than 650 Crosley major appliance dealers and dealer personnel from the Georgia area attended the meeting, one of 35 on a nation-wide tour. The Georgia Appliance Company, Crosley distributors for the area, were hosts for festivities after the meeting.

Mr. Blees said that "scare buying" of home appliances and television receivers has subsided, and that a return to a "buyer's market" is taking place for almost all lines. He based his opinion on personal observations in conversations with dealers and other business leaders in the 12 cities already covered by the tour, as well as reports from Crosley sales representatives in all parts of the country.

"Spot shortages of some appliances have developed in certain areas," Mr. Blees said, "but the halt in 'scare' buying will ease these situations and by this winter, all of us may be using every sales technique we know to sell our products. Manufacturers and dealers who have cut back on their advertising, promotion, and sales activities may find out very quickly that they have made a serious mistake."

Mr. Blees pointed out that Crosley has pushed its selling activities to the limit through the fall, citing the elaborate dealer tour as an example, and added that the program would be accelerated still more during the remainder of the year. His company plans to spend more than $6,000,000 in promotion and advertising this year, he said.



Discussing Crosley's selling activities at their recent dealer meeting in Atlanta are, left to right, George Simons, advertising manager for Crosley; W. A. Blees, vice-president; Miss Helen Mary Carlisle, regional home economics director; and Frank D. O'Sullivan, Southeastern regional manager.

able them to be of further assistance to the Commission in working out the ultimate solution to this pressing problem."

Old Refrigerators Hazard to Children

◆ DON'T DISCARD that old ice box or refrigerator without first removing the hinges, warns the Refrigeration Equipment Manufacturers Association, of Washington, D. C.

Two small children, one 5 and one 3, were recently found smothered in an abandoned ice box in St. Paul, Minn. They had been playing in the old refrigerator and the door accidentally blew shut. Efforts of the rescue squad to revive them failed.

A similar case involving 3 small children took place recently in Washington, D. C., where 3 small children, all of the same family, suffered a similar fate.

There is a fascination for youngsters in anything into which they can crawl and "play house." Once inside a closed refrigerator there is no way for the youngsters to make themselves heard or to open the door from the inside; the small amount of air is soon used up and smothers out the young lives. This is an ever-present hazard to the lives of youngsters and occurs many times in various sections of the country.

In the interests of safety the Refrigeration Equipment Manufacturers Association urges all those who discard or set aside ice boxes or refrigerators to be sure that the lock or hinges are taken off before it is allowed to stand where children might find it. The work of taking off the hinges or lock takes only a few minutes with a screw driver.

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THE McDonald Electric Company, 367 NW 6th St., Miami, Fla., has been appointed exclusive Coolerator distributor for Southern Florida territory, according to W. C. Conley, Jr., Coolerator general sales manager.

Entering the appliance distributing business in 1919, Richard S. McDonald, president and manager, has been active in the appliance field since that time. Combining wholesale appliance sales with electrical supplies, the McDonald Electric Company is presently servicing more than 500 accounts throughout the Florida territory. Charles B. Boyd is sales manager.

In addition to the Coolerator line of refrigerators, electric ranges and freezers, the McDonald Electric Company also distributes Zenith television and radios and Apex laundry equipment.

•

A NEW GROUP of factory representatives have just been added to the Majestic Radio & Television, Inc., organization, to enable the company to complete its national distribution pattern.

New southern district managers and their territories are as follows:

Tom Dwyer, Northwest Sales Co., Commerce Bldg., St. Paul, Minn. Western Minnesota, Kansas, and Oklahoma.

R. Gover, Jones & Gover, 500 Law Bldg., Charlotte, N. C. Virginia, North Carolina, South Carolina, and Tennessee.

James R. Lacey, 231 Healey Bldg., Atlanta, Ga. Georgia, Florida, and Alabama.

John M. Maynard, 4507 Shenandoah, Dallas, Texas. Texas, Arkansas, and Louisiana.

Louis Stutz, 1776 So. Robertson Blvd., Los Angeles, Calif. El Paso, Texas, California, Nevada, and Arizona.

LEWYT HEAD VISITS ATLANTA — Alex M. Lewyt, right, president of Lewyt Corporation, is shown with Charles S. Martin, left, president of Charles S. Martin Distributing Company, Atlanta, during Mr. Lewyt's recent visit to Atlanta. The Charles S. Martin Company is distributor for Lewyt vacuum cleaners for the state of Georgia. Mr. Lewyt's Atlanta visit included an address at the Atlanta Sales Executive Club. He gave a case history on market study preceding the selection of a vacuum cleaner as a product which Lewyt could sell under their own brand. He also explained development of the product and building of the Lewyt merchandising program.

Sales Training Need Greater Than Before

◆ THE NEED FOR adequate sales training is greater now than it has ever been before, declared Walter L. Stickel, national sales manager, receiver sales division, Allen B. Du Mont Laboratories, Inc., in announcing a new dealer sales training program to Du Mont regional sales managers recently.

Several factors make a coordinated dealer sales training program important at this time, Mr. Stickel said. Reimposition of Regulation W, the excise tax which became effective November 1, and the confusion regarding color are pitfalls that are now ahead of dealers, he declared.

The program presented to the regional sales managers was a compound effort of proved training methods and sound training aids by Du Mont's sales department, seasoned with imagination supplied by the advertising department and Du Mont's ad agency.

All of the sales training information is contained in a three-color 18- x 58-inch easel which is to be used by the demonstrator. The first half of the easel is a review of Du Mont's 1951 television receiver line and the remainder is concerned with the technical advantages found in Du Mont receivers.

At the conclusion of each train-

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ing session, salesmen will be given a pocket-sized but extensive Television Data Book, which will contain all of the sales training information together with receiver specification sheets and other pertinent sales data on the Du Mont line.

As an accompanying follow-through, Advertising Manager Henry R. Geyelin announced that a series of full-page educational ads on Du Mont technical features was scheduled for trade papers and journals.

An intensive follow-up on the training program is planned, Stickel said. Refresher meetings at regularly scheduled intervals are also an important part of Du Mont sales training plan.

New Distributor Appointment

◆ THE APPOINTMENT of Roberts Distributing Co., 2301 Dumble St., Houston, Texas, to distribute Blackstone products has been announced by Blackstone Corporation, Jamestown, N. Y., manufacturers of household washers, dryers, and ironers. The Roberts Company will replace Coastal Equipment Co., Inc.

The territory covered by this distributor will comprise the counties of Texas in the Houston area. Blackstone district sales manager for this area is George Turney.

◆ THE Blackstone Corporation, of Jamestown, N. Y., manufacturers of household washers, ironers, and dryers, has announced the appointment of Southern Wholesale Co., Inc., 1565 Texas Ave., Shreveport, La., to distribute its products. They will replace Industries Distributors, Inc.

The territory covered by this distributor will comprise counties in the states of Louisiana and Texas. The Blackstone district manager in this area is Wm. M. Marsh.

Television Sales In The South

◆ TELEVISION SHIPMENTS to dealers in the South and Southwest for the first six months of 1950 compare very favorably with shipments to other states, considering that the development of TV transmitting stations in the South has lagged somewhat behind the larger eastern and midwestern cities.

With the completion, recently, of several gaps in the co-axial cable that will bring important chain TV programs to the South, the number of TV sets sold in the South will increase materially.

The accompanying tabulation is based on figures released by the Radio-Television Manufacturers Association and includes practically all shipments of television sets. It is to be noted that nearly every state in the South received a sizeable number of sets and the total number amounted to 398,140 for the 19 southern and southwestern states, including District of Columbia. This represented 15.2 per cent of the total number of television sets shipped to dealers in the country as a whole.

Southern and Southwestern Television Shipments for First 6 Months, 1950*

State:	No. Sets:
Alabama	4,318
Arkansas	—
Delaware	8,589
D. of C.	14,203
Florida	9,339
Georgia	22,991
Kansas	1,687
Kentucky	17,803
Louisiana	14,052
Maryland	54,958
Mississippi	—
Missouri	71,182
No. Carolina	5,004
Oklahoma	6,277
So. Carolina	252
Tennessee	12,946
Texas	47,474
Virginia	23,738
West Virginia	2,227
Total South	347,040
Corrected**	398,140
Total U. S.	2,612,000
South in % of U. S.	15.2%

* These figures were released by Radio-Television Manufacturers Assn., and include shipments by both members and non-members of Assn.

** Of the total of 2,612,000 TV sets shipped in the first 6 months of 1950, 335,372 were to unlisted areas. The corrected figures for the South includes a prorated share of these on the same basis which the South's listed shipments bears to the total to listed areas.

Gibson Distributors Meet in Atlanta

♦ "SALES OF the Gibson Refrigerator Company have increased more than threefold since 1946, and reached a new peak in June of this year before the Korean war affected the market," stated G. L. Rees, Gibson sales manager, at a one-day distributor meeting held in Atlanta in October.

J. F. Klintworth, divisional manager, was chairman of the meeting which was attended by Gibson distributors from the Southeastern Division, in addition to Mr. Rees and J. L. Johnson, general sales manager of Gibson.

The Gibson 1951 selling program was outlined by Mr. Johnson and Mr. Rees. Mr. Rees explained that substantial shipments of all new 1951 refrigerators, ranges, and home freezer models are now being made to all Gibson distributors. Some of the new selling advantages are the New Magic-Ups-A-Daisy — a flip of the wrist and the cooker well unit is a surface unit on the models G and H ranges. The new Touch-A-Tap refrigerator has ice-cold running water fresh from the city —no filling of containers. Swing crispers, larger freezer lockers, and handidoor shelves appear on the deluxe refrigerator models.

The sales promotion and advertising budgets have been substantially increased for 1951. Newspaper, radio, and television will be used by Gibson dealers. National magazines — *Ladies Home Journal*, *Good Housekeeping*, *Country Gentleman*, and others—will carry ads all through 1951.

For 1951 Gibson revealed a new series of "full-length feature" refrigerator designs. This year for the first time Gibson offers two 9-cubic-foot models with full-length doors and full-length interior design.

The new nine-cubic-foot Model 941 has a number of features usually found only in larger De Luxe models. It features an enlarged Freez'r Locker with a 48-pound capacity and a large clear plastic Swing'r Crisp'r for fruits and vegetables. The Freez'r Locker has a separate ice tray shelf providing more shelf space for frozen foods. It provides a giant Fresh'ner compartment. Gibson's

J. F. Klintworth, left, divisional manager, was chairman of the Southeastern Division distributors meeting of Gibson Refrigerator Company held in Atlanta in October. Gibson officials attending the meeting were G. L. Rees, center, sales manager, and J. L. Johnson, right, general sales manager.

Sutton Corporation Holds Sales Meeting

♦ "IN SPITE OF a backward summer season for the industry in general, sales of Vornado air circulators through jobbing and retail levels held up at a very satisfactory volume this year. Inventory situations are healthy and production facilities will be realized to the fullest extent possible to assure normal supplies to dealers next year regardless of possible defense production emergencies."

Thus, O. A. Sutton, president of the O. A. Sutton Corporation, Wichita, Kan., makers of Vornado air circulators, summed up his company's position in concluding a meeting of his district sales managers and executives held recently in Wichita. After careful analysis of sales and inventory reports from Sutton's nation-wide outlets, the meeting was devoted to co-ordination of sales and production planning. Long-range plans were also discussed for 1951 Vornado sales.

A portion of the meeting was devoted to a discussion of plans for adapting a part of Sutton's production facilities to the defense program should they be required.

Officials and district sales managers of the O. A. Sutton Corporation recently concluded an intensive two-day sales and planning session at the company's offices. In attendance to co-ordinate production of Vornado air circulators and anticipated orders for defense material were, left to right: Tom Wood, San Antonio, district sales manager; Wesley Reisel, St. Louis, district sales manager; Edward Strand, New Orleans, district sales manager; John Kenney, Wichita, sales division; Don Schwartz, Wichita, sales engineer, motor and coil division; Arthur Fox, New York City, district sales manager; O. A. Sutton, president; Robert Simpson, district sales manager, Atlanta; James Farley, district sales manager, Philadelphia; Price R. Reid, vice-president; Alan Chadrow, district sales manager, Cleveland; A. Rising, vice-president and sales manager; Fred Kalbe, advertising and sales promotion manager; R. W. Jewell, vice-president in charge of engineering; Ray Thompson, district sales manager, Chicago; F. H. Roufou, assistant sales manager; and J. F. Hanson, treasurer.

941 is priced at $289.95.

At the top of the "full-length feature" line, Gibson uncovered three new 11-cubic-foot models. All three new models combine improved design with new features. Featured in these models is a 54-pound capacity Freez'r Locker with a new colorful plastic and aluminum door. Gibson Butt'ry, Swing'r Crisp'rs, and door racks provide specialized storage space in these 11-cubic-foot models.

One of the top models in Gibson's 1951 refrigerator line is this Model 1151, featuring the "Pres Toe," the pedal-operated door opener and closer.

Following its practice of introducing new electric range features to the trade, Gibson unveiled on two new De-Luxe models its own exclusive Magic Ups-A-Daisy. Ups-A-Daisy, introduced by Gibson several years ago, is a combination surface unit and deep-well cooker. Now with Gibson's new Magic Ups-A-Daisy, the housewife merely turns the Magic Dial to raise or lower the Ups-A-Daisy—hot or cold—without ever touching the unit.

Gibson has two home freezer models for 1951. Model HF1000 is a 10-cubic-foot freezer with a frozen food capacity of 360 pounds. This model has sliding shelves and a safety lock on its counter-balanced lid. It carries a list of $319.95.

Model HF1890, newest addition to the line, is an 18-cubic-foot cabinet with 630 pounds capacity. A standard compartment provides for a frozen food storage capacity of 542 pounds.

A fast freezing section provides a special compartment for freezing 87 pounds of food without rearranging in the bigger section.

Silent Salesmen

General Electric — Vacuum Cleaner Sales Aids

Two new sales aids on tank-type vacuum cleaners have been prepared by the General Electric Company and are now available to retailers through their distributors. One is a salesman's guide book and the other, a demonstration folder. The two pieces are designed as a combination to be used by salesmen to tell a good sales story and to follow up with convincing demonstrations.

The selling guide is a 24-page booklet which thoroughly covers the tank cleaner story. It tells why every home should have a cleaner, how the salesman can convince prospects that they need a cleaner, and how to demonstrate and sell the G-E tank cleaner. It also includes information on the destructive power of dust and mothe, new demonstration techniques, and closing procedure.

Part of the material for the publication was obtained from the Vacuum Cleaner Manufacturers Association, which recently conducted a survey to learn the reasons homemakers give for not purchasing cleaners. The booklet reprints the principal objections, then shows how to overcome them.

The demonstration folder opens up into 22 panels which outline in pictures the major convenience and product features of G-E tank cleaners. Brief descriptive copy and cartoon-type illustrations make the folder suitable as a consumer piece as well as a demonstration tool.

The folder, No. 10-390, is designed for dealer imprint and costs $3 per hundred. The selling guide is being distributed free in limited quantities.

General Electric — TV Film Commercials

The General Electric receiver division has made available to its radio and television distributors 34 new television film commercials representing every set in its current line.

One 12-second and one 40-second open-end film on each of 17 radio and television models have been sent to every TV station in the country on a no-charge basis. The films are designed for local use by either distributor or dealer, or as local tie-ins on network programs.

Prices are not mentioned in the films and the open-end allows time for sponsor identification, prices, and local sales plans. Distributors and dealers will make arrangements with TV stations in their own localities for use of the spots.

Since General Electric sponsors nationally the Fred Waring TV Show, distributors are being urged by S. M. Fassler, division advertising manager, to use these films to tie-in locally. He said distributors would be informed, well in advance, of the specific models to be featured commercially on each Waring program to facilitate these local tie-ins.

Du Mont — Football Guide

With a [illegible] on football, the receiver sales division, Allen B. Du Mont Laboratories, Inc., is making available to dealers copies of the 1950 football guide, as a sales promotion aid.

The guides are one part of a "football" package which includes a silk screen window streamer and attractive counter dispenser for dealers' use. The window streamer depicts a fan enjoying grid action over his TV screen, in an "arm chair stadium," and urges consumers to get free 1950 football guides here.

The guide, 7½ by 4 inches, contains complete college and professional football schedules, rules, records and other gridiron data and is an effective fall promotion piece. The guides carry attractive Du Mont receiver advertising on two-color covers and depict football action on the front cover shown within the confines of a TV screen. Room has been left for a dealer imprint at the bottom.

The center spread follows Du Mont's "Biggest Show in Television" copyline and features the 17" "Tarrytown," "Revere," and 19" "Mount Vernon" receivers. The center spread is illustrated by a Mississippi River Showboat, theme of Du Mont's national magazine and newspaper ad campaign.

Names and Faces

Frank Merritt has been appointed southeastern district manager in charge of Arvin television and radio sales, according to an announcement from **Raymond P. Spellman**, sales manager of that division of **Arvin Industries, Inc.** Mr. Merritt will make his headquarters at Atlanta, Ga.

Frank Merritt, Walt Davis

Associated with Capehart-Farnsworth for many years in the same territory and with similar duties, Mr. Merritt replaces **Walt Davis**, who has been transferred to Arvin's southwestern branch. Mr. Davis will establish his new headquarters at Dallas, Tex.

•

Organization changes for American Kitchens have been announced by **F. F. Duggan**, general sales manager, **American Central Division — Avco Manufacturing Corporation**.

C. Fred Hastings, assistant general sales manager, will assume charge of American Kitchens production and design, in addition to managing contract sales and his supervisory work on over-all operations.

Howard Jones, formerly specialty products sales manager, has been named products manager for all American Kitchens products, and in this capacity will work directly with Mr. Hastings.

Homer Ingram has been appointed manager of the order service department of American Central Division, until recently two departments.

Edmund Bell will continue to head up the order section for American Kitchens, and **Francis Baker** will supervise handling of contract orders, including refrigeration.

•

Joseph H. Moss, Jr., has been appointed to the newly established post of manager of distribution for the receiver sales division, **Allen B. Du Mont Laboratories, Inc.**, **Walter L. Stickel**, national sales manager, announced recently.

Mr. Moss will handle the administration of Du Mont distributors throughout the nation. He will be responsible for distributor follow-through on all sales and merchandising policies form-

TO MAKE MONEY TODAY YOU MUST MOVE

fast!

and you sure can do it with White's porcelain table-top electric

WATER-HOTTER!

White

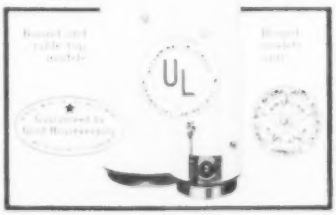
Saving time is one of your best ways of protecting your profit margin with today's higher costs and scarcity of help. Close sales FAST, be ready for the next. Make installations FAST, get on to the next job quickly. But always leave your customers satisfied—happy with their purchase. Get the *White* Proved Profit story from your *White* distributor or direct from *White*—FAST.

1—*Just slide it into place*

2—*Hook it up*

3—*Insulate—Then pick colors!*

Electric or Gas



Nationally Advertised!

Powerful selling advertisements for all *White* WATER-HOTTERS appear regularly in such leading publications as *Saturday Evening Post*, *Good Housekeeping* and *Better Homes & Gardens*—to sure your prospects help you close sales FAST.

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930

Middleville, Michigan

ulated at the firm's New Jersey headquarters. He will make his offices at the East Paterson, N. J., plant.

Mr. Moss, who has been a member of the Du Mont sales force since 1947, was Du Mont's first regional sales manager. He established Du Mont's Central States regional sales office in Chicago and set up Du Mont's present distribution pattern in the middle-west.

•

The appointment of new Eureka vacuum cleaner branch managers in two key southern cities has been announced by **A. L. McCarthy**, executive vice-president of the **Eureka Division, Eureka Williams Corporation**.

Robert E. Sears

Under the recent organizational changes, **Robert E. Sears** becomes manager of the Atlanta branch office and **Charles J. Fregoe** heads the Richmond office of the corporation.

Charles J. Fregoe

Both men have a wide experience in the home appliance field and have specialized in the vacuum cleaner end of the business for several years.

•

Kelvinator Division of **Nash-Kelvinator Corporation** has announced the appointment of **Franklin E. Howell**, field representative, as home freezer sales manager. He succeeds **R. B. Trick**, who has been named manager of Kelvinator's Seattle, Wash., zone.

C. T. Lawson, vice-president in charge of Kelvinator sales, said the new appointments were effective October 1.

Mr. Howell has been field representative of the corporation's Leonard division for the past three years. Previously, he has been national sales representative for electrical parts manufacturers and regional representative for companion lines of the major appliance business.

Franklin E. Howell

Mr. Trick has been freezer sales manager at the corporation's Detroit headquarters for five years. He has been in the major appliance field since 1927.

•

O. A. Sutton, president of the **O. A. Sutton Corporation**, Wichita, Kan., has announced the appointment of **Dale W. Gordon** as secretary and assistant controller, as a step in the expansion of the company's activities.

Dale W. Gordon

Mr. Gordon was formerly associated with the accounting firm of Stanley Spurrier & Company as a certified public accountant, and prior to that was a partner in the firm of Elmer E. Fox & Co. He is a member of the National Association of Cost Accountants and the American Institute of Accountants.

•

W. C. Conley, Jr., Cooderator general sales manager, has announced the appointment of **Frank H. Fisher** as Cooderator national range specialist.

Beginning his appliance career at the distributor level in 1929 with R. Cooper, Inc., of Chicago, Mr. Fisher has specialized in electric range activities since 1937. Most recently, he was associated with Hotpoint, Inc., as manager of the range division. He will head up an expanded Cooderator range division and will administer the most extensive range program in Cooderator history, Mr. Conley said.

Product Parade

New Deepfreeze Line

The complete new Deepfreeze line has been announced by Deepfreeze Appliance Division, Motor Products Corp., North Chicago, Ill.

Included in the new line are five refrigerators, six home freezers, four electric ranges, and seven water heaters. Features on the new refrigerators include the Deepfreeze storage compartment, dry storage bin, dual vegetable crisper with bin, meat drawer, controlled butter box, and swing shelf. All models carry a five-year operating warranty.

Separate freezing compartments are included in the home freezers, to freeze fresh fruits and vegetables quickly. The easy-reading temperature control provides settings adjustable from 0 degrees to 10 degrees. For extra ice cubes, there are three large ice-cube trays with a serving tray. Metal dividers are provided for bulk storage, and baskets can be removed separately, or one package at a time. The handle has a tumbler lock which prevents accidental opening. The lid can be lifted with one hand, as it is counterbalanced. Dual lights flood the interior automatically when the lid is raised.

The new electric ranges offer such features as an automatic time control, electric clock, interval timer, automatic preheat oven temperature control, fluorescent range lamp, appliance outlet, deepwell-cooker, and multi-heat switches.

The fully automatic electric water heaters come in sizes for every family and home. They are designed for peak performance, and give hot water whenever desired, day or night. Single or twin units are available. A 10-year warranty covers each heater.

•

Meck TV Models

The new line of television receivers manufactured by John Meck Industries, Inc., features five new models ranging in price from $179.50 for a 14-inch table top to $349.50 for a 19-inch console. Retained as part of the fall line are a three-way combination console and a 16-inch de luxe model console introduced last spring.

The new 14-inch and 16-inch table top and console models utilize rectangular tubes. They have new R-F tuner units for greater sensitivity, selectivity, and greater freedom from noise on all antenna arrangements. Nine-tuned circuits of amplification for television picture reproduction are provided.

A single-stage video amplifier provides increased amplification of weak television signals, and the shielded chassis is designed to prevent outside

interference from reaching TV circuits. A four-stage I-F amplifier gives increased television and sound sensitivity and greater picture detail. The chassis are housed in hand-rubbed mahogany cabinets of contemporary styling. These four models have built-in antennas.

Also retained for the fall line is the radio-phonograph-television console (XSPT) introduced last spring. This features a 16-inch rectangular picture tube. It has an AM radio and a three-speed record changer. The cabinet is of hand-rubbed mahogany in a traditional design. This three-way combination retails at $359.50.

•

Christmas Decorations

The new full-color catalog of Royal Electric Company, Inc., Pawtucket, R. I., illustrates an interesting variety of new illuminated Christmas decorations for the approaching holiday selling season.

The 1950 "Royalites" showing makes strong use of plastics, for both beauty and durability. There are new wall plaques of genuine Vinylite, lithographed in eye-catching full color, a new plastic angel, new all-plastic candle sets, and a full line of plastic novelties with "Rudolph the Red-Nosed Reindeer."

The catalog also illustrates the full "Royalites" line of indoor and outdoor tree sets, candles, the popular "jolly Christmas characters," trees, wreaths and accessories.

The full catalog and "Royalites" line are available from wholesalers.

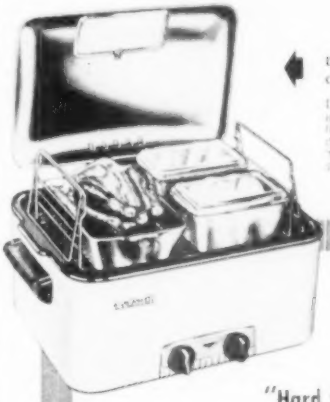
•

Garbage Disposer

A COURTESY redesigned garbage disposer which is more economical to operate and at least 50 per cent quieter than previous models has been announced by General Electric Company, Bridgeport 2, Connecticut.

The machine incorporates a new shredding mechanism with an extra cutting action which macerates bones, fruit pits, and similar tough matter while reducing all food wastes—regardless of size and consistency—to tiny uniform particles.

This action speeds and simplifies waste disposal and lowers power con-



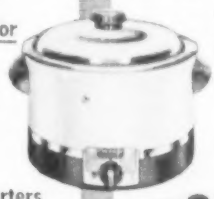
DELUXE ROASTER OVEN
Cat. No. 950 UT365

DeLuxe Roaster Oven with ovenproof glass dish set. Exclusive Turn-A-Knob finger tip cover control. Self-basting, polished aluminum cover. 18 qt. capacity. Shipping wt. 43 pounds. Suggested retail price $42.95

DELUXE AUTOMATIC ROASTERETTE
Cat. No. 930

Extra cooking unit every kitchen needs. Used as small toaster, baker, casserole, soup pot, preserving kettle. Automatic heat regulator. Cord and cookbook included. 5 qt. inset pan. Shipping wt. 9 pounds. Suggested retail price $19.95

"Hard to get"
items are doubly valuable for
Gifts



AC/DC ROASTERETTE
Cat. No. 858

An appliance with a thousand uses. Serves as toaster, casserole, cooker. Toaster: 550 watts and 120 watts. Fiberglas insulation keeps food hot for hours. Capacity 5 qt. or 6 lb. roast. Shipping wt. 7 lbs. Suggested retail price $10.95

Make your store gift headquarters

THERE'S PROFIT—good solid profit—in the wonderful "gift market" weeks ahead. Fast-selling Everhot electric housewares are always in demand as gifts . . . always quick, profitable movers. Customers like Everhot quality—and prices. You'll like Everhot items because they move right out—stay sold—give customer satisfaction. Each unit packed in individual shipping carton. Wire or phone for delivery schedule.

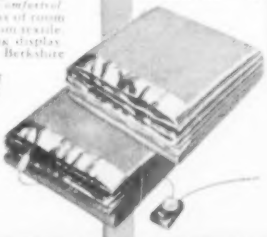
EVERHOT AUTOMATIC ELECTRIC BLANKETS
with exclusive Comfo-tol

Only Everhot has this big selling point. Comfortol Holds blanket at exact warmth regardless of room temperature changes. New Therm-O-Loom textile. Each blanket in colorful, traffic stopping display. Available in Desert Rose, Jupiter Blue, Berkshire Green.

Cat. 921—72" x 86" Single Comfortol. Suggested retail price $42.95

Cat. 922—72" x 86" Dual Comfortol regulates each half of blanket. Suggested retail price $49.95

Cat. 923—66" x 86" Twin size blanket. Single Comfortol. Suggested retail price $39.95



EVERHOT

SINCE 1884
Swartzbaugh
OF TOLEDO

YOU GET
A SOCK FULL
OF PROFIT
SELLING
Viking
WINDOW FANS

WITH
LONGER
PROFIT
MARGINS

Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

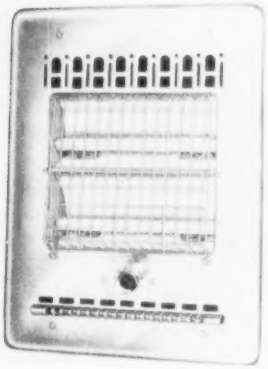
sumption. The mounting of the shredding mechanism and roller bearings in rubber also reduces operational noise and lengthens the useful life of the appliance.

The new disposer is available in two models—the FA-4 and FA-41—which can fit in almost every sink installation having a drain outlet 3½ to 4 inches in diameter. Although the new models are approximately 15 pounds lighter and somewhat smaller than previous ones, they have the same food waste capacity.

•

Radiant Heaters

The production of wall insert radiant Heetaires of 1000 to 1250 watts with built-in thermostats has been announced by Markel Electric Products, Inc. and La Salle Products, Inc., of Buffalo, N. Y.



Automatic thermostatic control has been added to these wall insert Heetaires. They automatically produce and maintain any desired temperature between 40 degrees and 85 degrees. And because the built-in thermostat automatically turns the heater on and off as needed, no unnecessary electric current is used.

A feature of these heaters is that the cans (or boxes) are packed separately and may be ordered in advance of the rest so that they can be installed when the roughing work is in progress (and the heaters attached when the finishing is done). All of the heaters are individually boxed.

All Heetaires are listed by Underwriters' Laboratories, Inc., and are guaranteed for one year to be free from defective materials and workmanship.

•

Electric Roaster

A new electric roaster which enables a housewife to go to the movies and cook dinner at the same time has been introduced by Nesco, Inc.

Nesco said the roaster was carefully "womaneered" so that a modern homemaker can prepare an oven-type meal with only a few minutes in her kitchen. The new unit has such efficiency features as push-button cover release, a temperature control dial, and handles that never get hot.

The company said months were spent by the engineering experts in achieving maximum cooking performance; a special staff of women then tested the roaster under actual home-life conditions.

Nesco, which pioneered the electric roaster field in 1932, said the new product was the "crowning achievement of 18 years of electric roaster development."

Famous designer Raymond Loewy styled the new unit for Nesco. Loewy rejected 35 color combinations before hitting on a white, grey and gold motif. He says the roaster employs "color dynamics" which will make it harmonize with any kitchen decoration scheme.

The roaster is produced in 20-, 18-, and six-quart sizes in table-height floor units and portable models.

•

Westinghouse TV Receivers

Two new television receivers, one a console equipped with a 20-inch picture tube, largest ever used in a Westinghouse receiver, have been announced by the Westinghouse television and radio division, Sunbury, Pa.

The console, model 638K20, housed in a mahogany cabinet, has a suggested retail price of $439.95. The 636T17, first Westinghouse television receiver equipped with the 17-inch tube, is priced at $249.95. Both prices are for Zone 1.

Both television receivers stress simplicity of operation with single dial control, a new feature introduced in the Westinghouse "fall" line. Each model utilizes a rectangular tube of the dark-faced type to provide full contrast range from jet black to pure white.

The television circuits are equipped with synchronous tuning incorporated into the single dial control so that picture and sound can be tuned simultaneously; automatic frequency control to reduce man-made electrical interfer-

ence, and new contrast circuits which make possible optimum brightness and contrast when switching from channel to channel.

The receivers are equipped with built-in antennas capable of receiving all of the 12 channels in both high and low bands and provisions are made for connecting an ultra high frequency tuner when such service becomes available.

•

Electric Milk Coolers

A NEW LINE of front-opening electric milk coolers, that save the farmer 65 per cent of the work in loading and unloading heavy milk cans in and out of the cooler, has been introduced by the Westinghouse Electric Corporation, Springfield, Mass.

The new coolers are made in four-, six-, and eight-can sizes, all equipped with a hermetically sealed refrigeration system. In addition to relieving an arduous job for the farmer, the new coolers also cool milk faster than most models, according to Westinghouse, and they added that because of their labor-saving advantages, the front-opening coolers can be expected eventually to replace the standard top-loaded, immersion-type coolers.

With the new cooler, the can must be raised only 11 inches. This is about 65 per cent less lifting. The new coolers quickly chill milk by cascading ice water—25 gallons a minute—over the milk cans. The water spray cycle, controlled by an automatic timer, consists of an initial hour-and-a-half period, followed at two-and-a-half-hour intervals by 10-minute spray periods.

The initial water spray cools the milk to below 50 degrees F. in the first 90 minutes, and to well below 45 degrees F. in 90 minutes.

•

Automatic Drip Coffee Maker

A TWIN-BOWL-TYPE drip coffee maker, the Cofyryte, with separate heating elements in both the upper and lower sections, has been announced by Delaine, Inc., 8550 W. Grand Ave., River Grove, Ill.

The upper section is equipped with a sensitive "Temryte" flow valve which is controlled by the temperature of the water. Cold water placed in the upper bowl is held there until the upper element has reached the ideal temperature for perfect coffee making. When this temperature is reached, the "Temryte" opens and allows the heated water adjacent to the element to pass through the removeable "coffee basket," where it is filtered before flowing into the lower bowl.

Since it is unnecessary to heat all the water at once, the upper bowl of the coffee maker remains cool throughout, and after the brewing process. In the lower bowl the coffee is kept at any desired temperature by the adjustable thermostat on the element in the lower bowl. Since the water in the upper bowl flows through the coffee within a few degrees of the scientifically correct temperature, all of the flavor and aroma is extracted but none of the bitterness as in the case of some methods of coffee making.

Another newcomer is the Butteryte, an accessory to any make or model refrigerator for keeping butter at correct temperatures for easier spreading.

•

Portable Sun Lamp

THE Loader Electric Company, Chicago, has announced the launching of a fall and winter campaign to promote the sale of their new portable sun lamp. The unit, consisting of a heavy metal base, and a reflector and lamp removable from base for wall mounting if desired, features the new fluorescent-type lamp now extensively advertised by major lamp manufacturers.

National advertising, which will be scheduled in the *Saturday Evening Post*, *New York Times* magazine, and *Collier's*, will highlight "cool to the touch," "quick, close-up sun tan," "wide-area radiation for distance ultra-violet ray benefits," selling themes.

BELL

ELECTRIC

WATER HEATERS

ADACAR MFG. CO.

NAPIER FIELD

DOTHAN, ALABAMA

Three-color counter displays and two-color envelope stuffers will stimulate merchandise movement at point of sale. Tie-in newspaper advertising mats are available to dealers, along with a co-op advertising allowance.

The new sun lamp can be used close-up for short exposure periods for conventional sun tanning, or at a distance all day long in office, playroom, kitchen, bath, or bedroom for ultra-violet ray benefits. The lamp is competitively priced at a list of $18.95.

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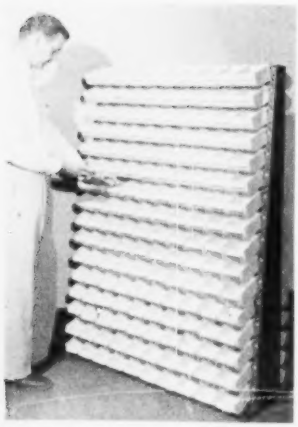
Small Parts Bin

Two NEW BINS designed to speed service operations, facilitate ordering, and increase sales by making small parts and fixtures easier to reach and easier to see have been announced by Service Parts Systems, 4607 St. Aubin St., Detroit, Mich.



The bins were developed for stock rooms or sales departments to provide a compact, accessible unit for frequently used springs, nuts, bolts, washers, clips, and other small parts.

The 700 bin is a wall unit with 100 separate compartments. All are tilted forward to meet the eye and are built on the "cash drawer" principle with rounded bottoms to make parts easier to pick out. Each compartment carries a bin tag holder for labels of part number, price, and specification.

All the compartments of both units lift from the rack for stock rotation and cleaning. Shelves at the top and bottom of the wall unit provide extra space for storage of packaged stocks.

The wall unit is 56 inches high, 44 inches wide, and 12 inches thick at the base.

The 320 bin is an island unit with compartments on both sides of the stand. It provides 320 separate compartments in a unit 65 inches high, 44 inches wide, and 20 inches thick at the base.

Both bins are built of sturdy 18 and 20 gauge steel and are attractively painted in buff and maroon.

•

Line-Voltage Regulator

FOR STEADIER TV pictures, regardless of line-voltage fluctuations, Clarostat Mfg. Co., Inc., Dover, N. H., now offers its Automatic Line-Voltage Regulator to and through its distributors.

This aid to still better TV entertainment, particularly in rural districts or areas experiencing line-voltage fluctuations, is claimed to be a handy accessory. With male and female Edison connections at either end, it plugs in between the TV set's attachment plug and the outlet.

•

Scott TV Receivers

A LINE OF dealer-protected television receivers at competitive prices, the "Ravenswood by Scott," has been introduced by Scott Radio Laboratories, Inc., 4541 Ravenswood Ave., Chicago 40, Ill. The Ravenswoods are sold only through regular franchised Scott dealers.

In table-top and console models, 16-inch rectangular-tube receivers are featured. The console is priced at $279 and the table model at $249.

Both sets have a snap selection 12-channel tuner and built-in antenna, and are transformer-powered. The console model has a 10-inch speaker and the table model an 8-inch speaker. Both are equipped with automatic gain control to equalize the signal strength between channels, an advanced feature that makes tuning easier by minimizing the number of necessary adjustments.

•

Tank-Type Cleaner

A NEW medium priced tank-type vacuum cleaner with many of the features of deluxe models is now in production for General Electric Company, Bridgeport 2, Conn.

The cleaner, designated the AVT-811, is equipped with a "throw-away" bag which eliminates handling of collected dust and dirt, and with a demothing system and complete set of attachments. Operation is controlled by a switch which can be turned on and off with a touch of the toe.

The attachments match the light gray of the cleaner. Included are a seven-foot flexible hose, two extension tubes, a dusting brush, upholstery nozzle, a swiveled floor and wall brush, a rug tool with adjustable brush, crevice tool, liquid sprayer with adjustable volume, and new demothing system.

•

Automatic Coffee Maker

A FULLY AUTOMATIC coffee maker has recently been announced by Camfield Manufacturing Co., Grand Haven, Mich.

All you do is add coffee and water, set the strength selector for the kind of coffee you like, from mild through medium to very strong, and every cup

the NEW One Minute

COMPLETE NEW MONEY MAKING LINE

YOU can make more money with the new One Minute Washer line . . . . the most beautiful One Minutes in three generations of building quality washers. . . . . There's a One Minute for each of the five popular price fields—every model ruggedly built to give your customers trouble-free service week after week, year after year, thus protecting your profit. Write for liberal proposition. . . . . Style leader drain tubs . . . . . entirely new. One piece pressed from steel. Gleaming white inside and out. Finished with "Superclad." Selling like hot cakes. Investigate.

ONE MINUTE WASHER COMPANY

KELLOGG, IOWA

is the same, every time, claims Camfield, whether you make a little or a lot of coffee.

A signal light comes on when the coffee is done to taste, and the coffee is automatically kept piping hot down to the last cupful. There is no boiling or reheating, and when the pot is emptied, it resets itself.

The new coffee maker is listed by Underwriters' Laboratories and guaranteed for one year.

•

Selling Housewares

(Continued from page 85)

er's eyes!"

Too, these items require a minimum of floor space in this store where every square foot is premium valued. The three-shelf wall case is eight feet wide, as is the floor case in front of it, separated by an aisle. The top of the floor case is used for special items.

"You know," said Bonner confidentially, "the last item is always the hardest to sell. No one, seemingly, wants it! For that one reason, we never buy or display one-of-a-kind. If we don't have full and complete confidence in an item, we don't buy *any*! Surely we are not going to buy one and convey our skepticism or uncertainty to our customers!"

The public gathers opinions, and these opinions influence their thinking. For example, Bonner takes only one of each style fan out of its carton for display purposes. Making a mass display of the cartons, he sets one fan on top with a placard for attention purposes. The customer receives a fan still packed in its carton.

"Customers have repeatedly told us," said Bonner, "of retailers who expected them to take a fan that had been used for display purposes and pay a new price for it. While it probably wasn't true, they assumed the fan had been used and was half worn out! Mass displaying of fans can be done just as effectively with one atop the cartons. And this avoids customers' thinking the fan they are going to buy has been used."

This firm doesn't think turnover is governed by competition. "In the final analysis," said one of the key executives, "people spend their money where they choose."

"The fact that there are outlets locally where this type of merchandise can be bought for $1.00 down, and 50 cents a week, doesn't disturb us! All items under $50.00 are cash, or delivered to our charge account customers who have a 30-day credit, which we consider cash!"

In summing up, we find that the success of this department can be more or less attributed to the fact that the variety of price ranges eliminates wasted time consumed in trying to sell the customer what was on the shelf rather than what he wanted.

"Our concept," said Bonner, "isn't permitted to run away with us. We don't assume we know what the customer should buy, and argue it out with him. With very few exceptions, electrical houseware items are wrap-up items—when you have the assort-

Reed
UNIT-FANS

Offer dealers the opportunity to simplify their profits — at the same time materially reducing inventory cost. With the addition of simple attachments to the basic Reed Unit-Fans —Window, Attic, Vertical Air Discharge Attic Fans, Portable Floor Fans, or Commercial Exhaust jobs can be displayed and sold.

Only Reed "Comfort Cooling" Units offer you these features. Write today for catalog, prices, etc.

REED UNIT-FAN, Inc. 1001 ST. CHARLES AVE. NEW ORLEANS, LA.

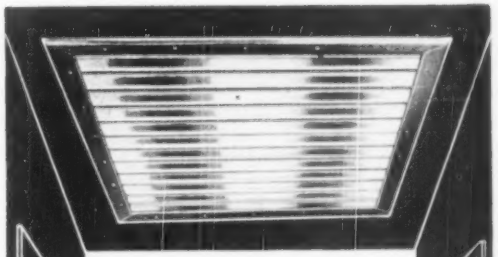
Handbooks of Adequate Wiring

Two valuable booklets available with Electrical South.

"Handbook of Residential Wiring Design" and "Handbook of Farmstead Wiring Design" summarizing the latest authorative information on adequate wiring systems, may be obtained with a three-year subscription to Electrical South at the special price of $2.50 for a limited time. Send name, address, and remittance at once to make sure of getting your copies.

ELECTRICAL SOUTH

306 Peachtree St., N. E. Atlanta 5, Ga.



AIR-FLO

AUTOMATIC
CEILING SHUTTER FOR ATTIC FAN

Built so they can be installed practically flush with the ceiling, AIR-FLO Ceiling Shutters present a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting, and no grille or winter cover is required. Furnished in 5 different widths, single panel up to 73" long. No operating mechanism shown. Built-in fusible link. Meets fire underwriters requirements.

WRITE FOR NEW CATALOG 43-B Illustrations and details of the complete AIR-FLO line

AIR CONDITIONING PRODUCTS CO.
2340 W. LAFAYETTE BLVD. • DETROIT 16, MICH.

ment of lines to permit it."

In conclusion, Bonner added, "You don't have to sell electrical housewares. Most customers prefer one line or another.

Selling Dishwashers

(Continued from page 86)

with interest of 8 per cent on the unpaid balance.

Prospects who are at all interested can usually be sold, declares Mr. Wicker. The brothers lean heavily on the principle of "using the user," referring nearly all prospects to persons in their own neighborhoods who are satisfied customers. An up-to-date list of dishwasher users is helpful.

Upon completion of a sale, the Wicker brothers often receive the names of good prospects from their customers. The best market for dishwashers, they have found, lies among families receiving $6,000 or more in income and in homes costing $10,000 and up.

"Each sales job is individual," says Carlton Wicker. "We try to go out to each house to see what the layout is. In this way we can be of greater aid in supplying the customer's own special needs."

Salesmen for the Wicker Electric Company receive a salary and commissions, as the Wickers believe the men should feel they are working for the firm as well as themselves. Once every two or three months special bonuses are offered. The company uses morning sales meetings and dollar quotas to inspire effort on the part of the salesmen.

Co-operation with the distributor is an outstanding characteristic of the firm. Window dressing ties in with the manufacturer's advertising campaigns. The salesmen are trained in co-operation with the distributor through three or four sales meetings each year.

Using 600 column inches annually in the daily newspaper, the company employs copy and mats furnished by the manufacturer in advertising the various appliances.

A prospect list, drawn from the telephone book and composed largely of professional people, receives circulars provided by the manufacturer.

Radio advertising consists of time signals six times a day over station WRGA, starting at 7 a.m. or 1 p.m., and spot announcements on baseball programs over station WLAQ.

"Trailer ads," inserted between features at five movie houses in Rome, use 26 films each year which are supplied by the manufacturer.

The Wicker brothers report their best sellers are refrigerators, dishwashers, and ranges.

Without resort to price-cutting but through thorough-going merchandising methods, the Wicker brothers have built up a good reputation in Rome. Their distributor describes the firm as "an all-around good dealer."

Service Promotion

(Continued from page 87)

more likely to be read. It has been our experience—judging from advertising results—that they are better read."

In addition to the mass selling techniques, Mid-City Radio and Television Service makes good and extensive use of its own commanding location on a main thoroughfare. "We have what the store design engineers call backless windows," Mr. Asproditis says. "In these, we employ signs and displays to draw some of the street traffic through our front door.

"I am a great believer in the power of electric housewares to get people into a radio store. For that reason, we offer displays of inexpensive radios, toasters, electric fans, and other low-cost appliances to get them in. After that, our system is pretty successful in making steady customers of them—for both sales of radios and housewares, and for service and repair work!"

Part-Time Salesmen

(Continued from page 80)

and then suggestions are made. And although almost anyone of normal intelligence can become a "hard dog" for The Radio Center, the small army is constantly culled, replacements are made, and thus the most desirable of the "hard dogs" are in the field.

The other 50 per cent of Radio Center volume comes from the floor. Two sales managers, each with a staff of six or eight men, alternate floor days. These are all experienced closers and are expected to be able to deliver a "Sunday punch" when needed.

Floor salesmen, on their alternate days in the field, do not cold canvass, but are supplied with names, addresses, and door openers. The store makes a constant check on residents, including newcomers, obtaining this information through the normal local sources, such as the electric utility.

Yet with names and addresses in his possession, a salesman for The Radio Center does not apply pressure. Answering his door, the lady of the house is called by name, presented with a door opener and the salesman's card. She is invited to investigate the stocks of The Radio Center as she needs appliances.

At that point, not having attempted to get his foot in the door or apply pressure, the salesman prepares to depart. But in a great many cases he is delayed

by the householder who, off guard because of the passive technique used, begins asking questions. This technique leads to a great many sales.

"But," adds Marcuse, "I wouldn't be without my 'bird dogs.' With them accounting for 50 per cent of our business, where would I be without them?

"They stimulate a terrific amount of store traffic. They send thousands of people into this store who would not otherwise get here. Even if those prospects do not buy on the first trip they will come back later and, it is my observation, make a purchase.

"Yes, the 'bird dog' system, properly organized and properly controlled, does work. On the basis of what we've done with the system I would say we can still use more 'bird dogs.'"

The Radio Center was launched in 1945 by partner Levy and has occupied the present location since the summer of 1946. At about that time Marcuse returned from military service and began applying his technique to the "bird dog" system.

The Radio Center handles just one line of refrigerators, but multiple lines in other items are stocked and warehoused. At this store one may select from 14 makes of television, five makes of automatic and nine of conventional washing machines, three makes of kitchen cabinets and air conditioning units, seven home freezers, and five electric ranges.

Washer Clinic

(Continued from page 79)

washers mentioned above.

"Good will is created when a neighborhood store offers helpful information," added Berger who strongly believes that clinics should be educational in purpose and program. "We try to teach homemakers how to operate the appliances they have not show them what they are missing."

Because of the success of the clinics, three other women's groups have approached Dowd's to run similar clinics for them. Groups find them highly appealing to women members in raising funds for their churches or clubs.

Mr. Berger feels that addressing the clinics to a particular group of women results in larger turnouts and yields more lasting and future results. The Chevy Chase Women's Club was drawn around a freezer clinic where the program followed closely the pattern set by the washer clinic. The highly successful Homemakers' Party was built up by the Young Married Couples Club of the Chevy Chase Baptist Church. A home economist demonstrated and instructed women not only in the preparation of food but how to get the best use of the electric iron in their home, and other diversified home hints like removing iodine from towels in two minutes of washer rinsing.

If the *Neighborhood Shopping News* has doubled traffic since February for Dowd's, then the clinics have lifted it another 20 per cent, estimated Berger.

INCREASE YOUR PROFITS

buy direct from manufacturer

Thousands of Satisfied Users in U.S.A. and Canada

The Precision sump pump is built entirely of stainless steel, bronze and aluminum alloy, has a totally enclosed dust and moisture proof motor with built-in float switch and overload protection. Sealed motor ball bearings and Delrin pump shaft bearing, will never require additional lubrication. Lightweight and steeple float easily adjusted to suit depth of any sump. Every pump tested thoroughly—assembled completely and ready to operate. Equipped with plug-in cord. Does not require special wiring. Guaranteed for one year.

DEALER COST F.O.B. NASHVILLE

1/6 H.P.—1" in discharge 1,600 G.P.H. — $36.10

1/4 H.P.—1½" in discharge 3,000 G.P.H. — $42.10

Order direct or check or money order or write for further information. Manufactured by

PRECISION PARTS CORPORATION
Nashville 7, Tennessee

CTI PROPERLY TRAINED MEN HAVE THE "KNOW HOW"

PRACTICAL SHOP TRAINING
in
ELECTRICITY, MAJOR APPLIANCE
Service, Maintenance, Installation

Write for Catalog ES—Veterans ask about GI Training
Manufacturers, distributors, etc., when you need TRAINED men contact CTI Placement Bureau.

COMMERCIAL TRADES INSTITUTE INC.
of Alabama
200 South 20th St., Birmingham, Ala. — Phone 7-0555
Member: Southern Association of Private Trade Schools

Elgo Ventilating Specialties

An Outstanding Automatic Shutter

First, its louvers are weather-stripped in such a way that they fit more snugly. Second, its louver blades have felt silencing pads. And, third, it is more sensitive than any other automatic shutter and longer lasting. Sizes from 8" to 72" square—also rectangular.

"Echo" Automatic Ceiling Shutters

Used for attic ventilation. Installed in attic floor at the base of a penthouse, the louvers being operated by the suction of the fan.

Free CATALOG

ELGO SHUTTER & MFG. CO.
2738 W. WARREN DETROIT 8, MICH.

ADVERTISER'S INDEX

The Advertiser's Index is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A

Adam Electric Co., Frank
Adcraz Mfg. Co.
Advertising Council
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Air Controls, Inc.
Air Equipment Co.
All-Steel Equipment, Inc.
America & Southern Corp.
American Blower Corp.
American Elec. Heater Co.
American Steel & Wire Co.
Anaconda Wire & Cable Co., Inc.
Appleton Electric Co.
Atlanta Envelope Co.
Atlantic Conduit Fittings Co.
Atlantic Steel Co.
Austin Co., M. B.
Automatic Electric Heater Co.

B

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Bright Light Reflector Co., Inc.
Bryant Electric Co.
Buffalo Forge Co.
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Burndy Engineering Co.

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Certified Floor-O-Lier Manufacturers
Certified Starter Manufacturers
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Chicago Electric Mfg. Co.
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Cleveland Heater Co.
Columbia Steel Co.
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Commercialaire, Inc.
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Fisher-Pierce Co.
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Southern Electrical Corp.
Square D Co.
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Stanley Electric Mfg. Co.
Steel City Elec. Co.
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United States Rubber Co., Inc. (Tape Division)
United States Rubber Co., Inc. (Wire Division)
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U. S. Treasury
Uvalight Ballasts

V

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W

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Ward-Elkay T. Industries, Inc.
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White Products Co.
Wiegand Co., Edwin L.
Wire Wire Tap and Supply
Wood Mfg. Co., Inc.

Y

Youngstown Steel & Tube Co.

Z

Zenith Radio Corp.

The BIG DEMAND This Christmas will be for

Motorola TV

Beautiful Cabinets . . . Brighter Pictures and Powerful Advertising Campaigns in 19 Magazines, Over Radio and TV, and National Newspaper Ads, Are Building Greater Demand for Motorola!

The new Motorola TV is breaking all records for sales demand . . . Style-wise, it has the FASHION ACADEMY AWARD! Sales-wise, it has every advanced feature your customers want. And promotion-wise, it blankets the nation with a multi-million dollar campaign that hits harder and faster than anything you've ever seen. Your biggest Christmas season is here! Feature MOTOROLA TV and top the field in profits.

GET THESE DISPLAYS FOR YOUR STORE

This life-size window display in full color attracts Christmas gift shoppers to your windows. Get it from your distributor!

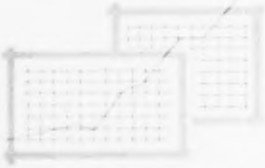
Here's your promotion package for best attention value! Streamers, Christmas trees, unusual character cutouts . . . everything you need for window and floor display.

Contact Your Motorola Distributor Today

Motorola Inc. 4545 AUGUSTA BLVD., CHICAGO 51, ILLINOIS

Awarded FASHION ACADEMY GOLD MEDAL for Distinctive Styling

BIGGEST POTENTIAL MARKET IN THE BUSINESS!



- 37 million American homes are prospects for automatic electric dishwashers and less than 2% of the market has been saturated.
- Good Housekeeping Magazine surveys indicate 32.8% of these homemakers are actually *planning to buy* an automatic electric dishwasher **now.**
- More families are buying Hotpoint dishwashers **each week** than in our **best pre-war year.***

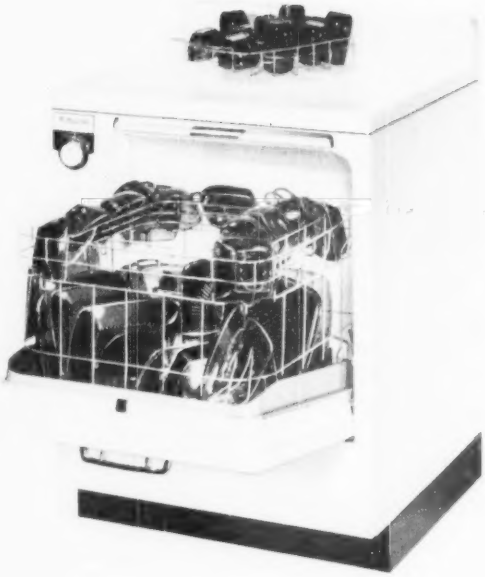
HOTPOINT FIRST IN DISHWASHERS!

***FIRST* in Sales** . . . Hotpoint's sales of electric automatic dishwashers far exceed those of any other manufacturer.

***FIRST* with Front Opening** . . . Hotpoint was the first to offer an automatic dishwasher with front opening—for greater ease in loading—for uninterrupted work surface—for convenient installation under counters or cabinets—for use of overhead, down-rinsing spray.

***FIRST* with Electric-heat Drying** . . . Hotpoint was the first to provide electric-heat drying with its forced hot air circulation for faster drying with clean, hot air.

***FIRST* in Customer Demand** . . . Hotpoint Automatic Dishwashers rank first among dishwashers wanted most by most people. You can get your share of the profit in this fastest growing appliance market with low investment. The turnover is rapid and there are no trade-ins.



Hotpoint Full-Line Leadership

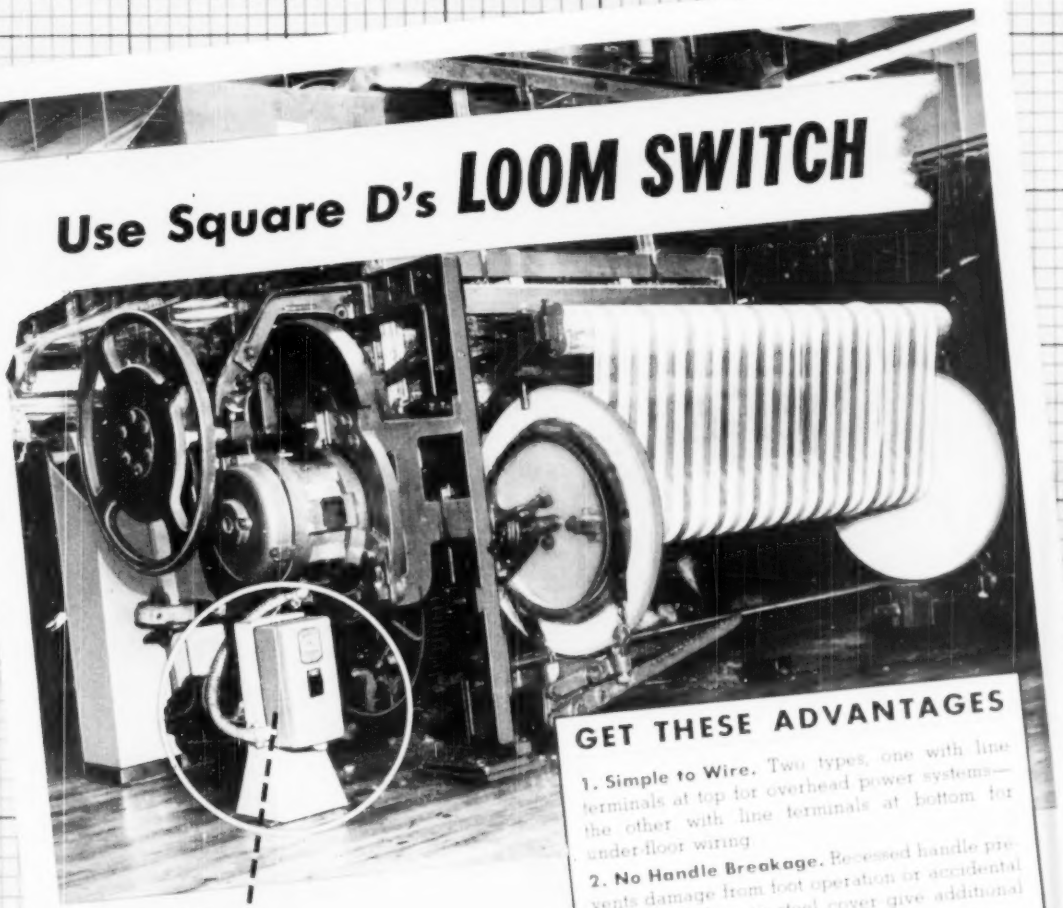
The Hotpoint line includes every major electric appliance for kitchens and home laundries—each an outstanding leader in its field. Talk to your Hotpoint distributor about the Hotpoint Full-Line Franchise.

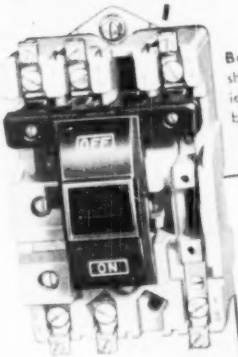
Switch to Hotpoint! FOR FULL LINE LEADERSHIP

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS* • WATER HEATERS • CABINETS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS

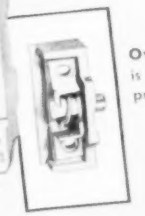
HOTPOINT, Inc.
(A General Electric Affiliate)
5600 W. Taylor St., Chicago 44, Illinois

Use Square D's LOOM SWITCH





Basic Starter Mechanism shows toggle operator, convenient terminals, deep porcelain base, two-screw mounting strap.



Overload Relay is melting alloy, protected type.

GET THESE ADVANTAGES

1. **Simple to Wire.** Two types, one with line terminals at top for overhead power systems—the other with line terminals at bottom for under-floor wiring.
2. **No Handle Breakage.** Recessed handle prevents damage from foot operation or accidental collision. Ridges in steel cover give additional handle protection.
3. **Group Fusing.** Protected type overload relays allow several motors on a single set of fuses—typical of textile installations.
4. **Reduced Electrical Maintenance.** Deeply recessed contact chambers provide generous electrical clearances and exclude falling lint. Non-carbonizing porcelain base ideal for humid locations.
5. **Safety Features.** Cover cannot be removed with switch in "ON" position. Single padlock may be used to lock cover in place and starter in "OFF" position.

Write for Bulletin 2510. Square D Company, 4041 N. Richards St., Milwaukee 12, Wis.

SQUARE D COMPANY

DETROIT · MILWAUKEE · LOS ANGELES

SQUARE D COMPANY CANADA LTD. TORONTO • SQUARE D DE MEXICO S. A. MEXICO, D. F.

WIRING NEWS

A PERIODICAL DIGEST OF WIRING IDEAS FROM THE GENERAL ELECTRIC CONSTRUCTION MATERIALS DEPARTMENT

Master Selector Switch Adds New Remote Control Uses

Have you stopped to consider the amazing versatility added to General Electric's remote-control wiring system by the master selector switch?

Replacing gangs of separate On and Off controls, the compact master selector switch, RMS 1, provides instant, positive control of up to nine different circuits.

You'll do well to use it as an added talking point in arousing even more interest in remote control. Be sure to show your customers how one or more master selector switches can provide them with advantages such as these:

In Homes and Apartments

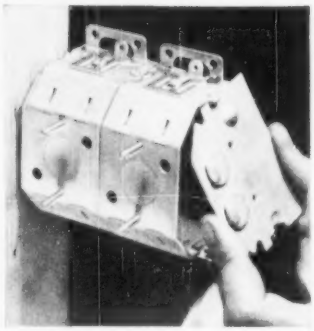
Instant bedside control of all interior and exterior lighting — an invaluable asset in emergencies. Added convenience through control of kitchen appliance outlets and attic ventilators from several different points. Control of key indoor and outdoor lights from the garage, front door, back door, and bedroom.

In Plants and Factories

Control of fire and alarm circuits. Control of watchmans circuits and provision for pathway lighting on his rounds. Selective control of aisle lights, individual work area lights, outlets, and small electrically operated machinery from any desired point.

Then too, there are many applications for farms, swimming pools, parking lots, athletic fields, tourist cabins, schools, nurseries, hospitals — and you can probably think of many more. For further information simply check box (A) below.

New Levelock Switch Box Saves Time and Temper



Neither hammer blows nor construction-site abuse can dislodge the side plates of the new General Electric Levelock switch box. Wedging action of a new locking mechanism locks box parts securely in place — yet is simple enough to permit fast, certain assembly of switch gangs.

Leveling the box against the studding is also a faster, easier operation. Four contact points — instead of the usual three — prevent tilting or rocking of box during nailing.

In addition to nail-through holes, an extra set of nail holes through the side plates allows speedy gang mounting of the Levelock box direct to studding. Extra side plate prevents provide for out of the ordinary installations. All prevents are easily removed by a quick twist of a screwdriver.

A new single-screw ear adjusts from slightly above to As much below the edge of the new Levelock box, while an extra sturdy bridge across the ear adds increased strength. There is plenty of space within the bridge to accommodate the device strap.

The ingenious construction of General Electric's Levelock switch box makes possible immediate installation savings on other new construction or modernization work. Prove it to yourself — plan to try the new Levelock on your next job, or check box (B) in the coupon for complete information.

New Geotrol Wire Defies Gasoline and Oil Hazards

Heavy, lead-sheathed cable is no longer necessary for underground wiring in conduit to gasoline pumps and floodlights at filling stations. General Electric Geotrol (Type TW) wire—resistant to petroleum products—offers new ease of installation at a lower cost.

Refineries and other industrial plants, where lighting and control circuits are exposed to oil or gasoline, can also use Geotrol wire to advantage.

Insulated with time-proved Flamenol*, Geotrol wire has an additional protective jacket that is highly resistant to gasoline, oil, and other hydrocarbons. Specifically developed for installations where gasoline and gasoline vapors are likely to occur, Geotrol wire is listed by Underwriters' Laboratories, Inc. for operation at 30 C under such conditions.

G-E Geotrol wire is lightweight, is easy to pull through conduit, and is manufactured in seven bright colors. Awg sizes 14, 12, and 10 are available. For information, check box (C) in the coupon.

*Registered Trade Mark of General Electric Co.

New Hung Ceiling Box Speeds Conduit Connections

For fast, easy installation and real savings on jobs using conduit, this new hung ceiling box is hard to beat. Virtually eliminating special couplings and pipe bending operations, this easy-to-handle, eight-sided ceiling box allows conduit to enter the knockout — over the grid structure — from all eight angles. In addition, the inner row of knockouts permits conduit runs parallel to channels.

Four-point suspension of the box is provided by two sturdy mounting bars. With bars in a parallel position, the box slides back and forth for quick, easy centering. When bars are spread slightly, the box locks securely into any desired position for easy wiring.

For long life and protection from corrosion, the new hung ceiling box has been hot dipped galvanized. For full particulars check box (D) at left.

(U.S. Patent No. 1,954,181)

Section K14-1124
Construction Materials Department General Electric Company Bridgeport 2, Connecticut

A—Remote-control Master Switch
B—Levelock Switch Box
C—Geotrol Type TW Wire
D—Hung Ceiling Box

Name Title
Company
Address
City Zone State

GENERAL ELECTRIC